

NEI Web Log Statistics Analysis

<http://www.nei.nih.gov>

Web Log Analysis Monthly Report May 2003

Report Range:05/01/2003 00:00:00 – 05/31/2003 23:59:59



This report was generated by WebTrends(R) Thursday June 5, 2003 – 11:29:31

(c)2003 NetIQ Corporation

Table of Contents

Overview Dashboard.....	1
Visitors Dashboard.....	5
Pages Dashboard.....	11
Navigation Dashboard.....	15
Technical Dashboard.....	17
Activity Dashboard.....	19
Browsers and Platforms Dashboard.....	21
Marketing Dashboard.....	25
Ads Served Dashboard.....	27
Ad Views.....	29
Ad Clicks.....	31
Ads Served Click Through Rate.....	33
Referrers Dashboard.....	35
Activity by Referring Site.....	37
Activity by Referring Domain.....	39
Activity by Referring Page.....	41
Search Engines Dashboard.....	43
Activity by Search Engine.....	45
Activity by Search Phrase.....	65
Activity by Search Keyword.....	73
Ads Served Dashboard.....	83
Ad Views.....	85
Ad Clicks.....	87
Ads Served Click Through Rate.....	89
Visitors Dashboard.....	91
Top Visitors.....	97

Table of Contents

New vs. Return Visits.....	101
Visitors by Number of Visits.....	103
Visitors Trend.....	105
Visits Trend.....	109
Top Organizations.....	111
Top Authenticated Usernames.....	113
Top Domain Names.....	115
Top-Level Domain Types.....	117
Geography Dashboard.....	119
Top Geographic Regions.....	121
Top Countries.....	123
Top States and Provinces.....	125
Top Cities.....	127
Pages Dashboard.....	129
Top Pages.....	133
Top Content Groups.....	137
Top Directories.....	139
Files Dashboard.....	143
Most Downloaded Files.....	147
Most Accessed File Types.....	151
Most Uploaded Files.....	153
URL 1D Parameter Analysis by Visits.....	155
URL 1D Parameter Analysis by Hits.....	157
URL 2D Parameter Analysis.....	159
Navigation Dashboard.....	161
Top Entry Pages.....	163

Table of Contents

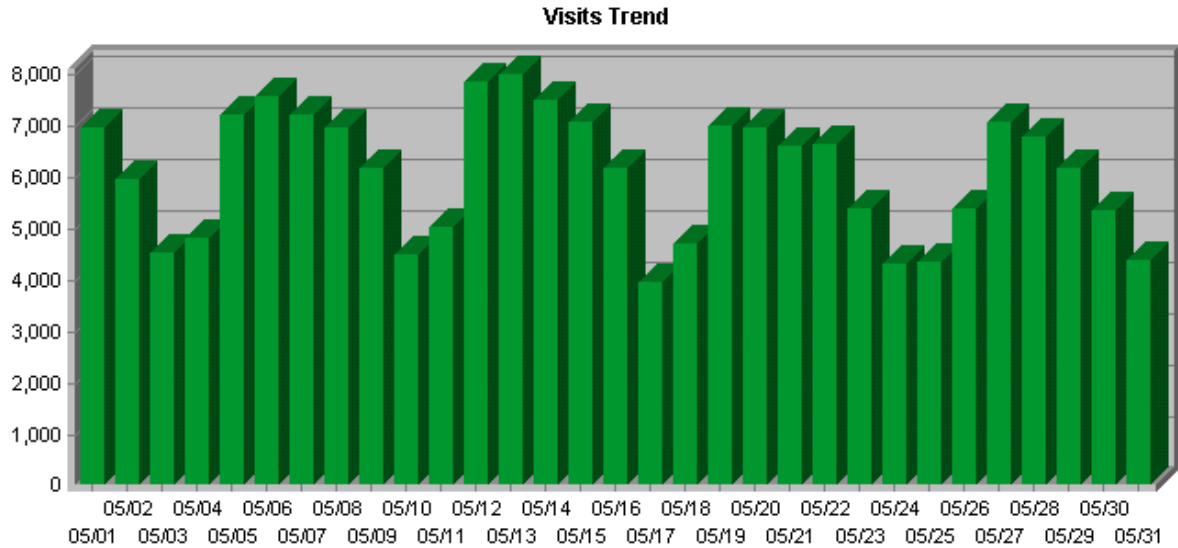
Top Exit Pages.....	167
Single Access Pages.....	171
Top Paths Through Site.....	175
Top Destination Paths Through Site.....	179
Top Content Paths.....	181
Top Reverse Content Paths.....	183
Technical Dashboard.....	185
Page Views Trend.....	187
Hits Trend.....	189
Bandwidth: Kbytes Transferred Trend.....	191
Server Cluster Load Balance.....	193
Errors Dashboard.....	195
Client Errors.....	197
File Not Found Errors.....	199
Server Errors.....	201
Activity Dashboard.....	203
Visits by Number of Pages Viewed.....	207
Visits by Day of the Week.....	209
Hits by Day of the Week.....	211
Visits by Hour of the Day.....	213
Hits by Hour of the Day.....	215
Visit Duration by Visits.....	217
Visit Duration by Page Views.....	219
Browsers and Platforms Dashboard.....	221
Top Browsers.....	225
Top Browsers by Version.....	229

Table of Contents

Top Spiders.....	233
Top Platforms.....	237
Wireless Dashboard.....	241
Top WAP Devices.....	247
Top WAP Browsers.....	251
Top WAP Screen Sizes.....	255
Top WAP Resolutions.....	259
Top WAP Carriers.....	263
Top WAP Image Support.....	267
Top WAP Markup Languages.....	271
Top WAP Script Support.....	275
Top WAP Script Versions.....	279
Top WAP WTLS Support.....	283
Top Palm Devices.....	287
Top Palm Browsers.....	289
Glossary.....	291

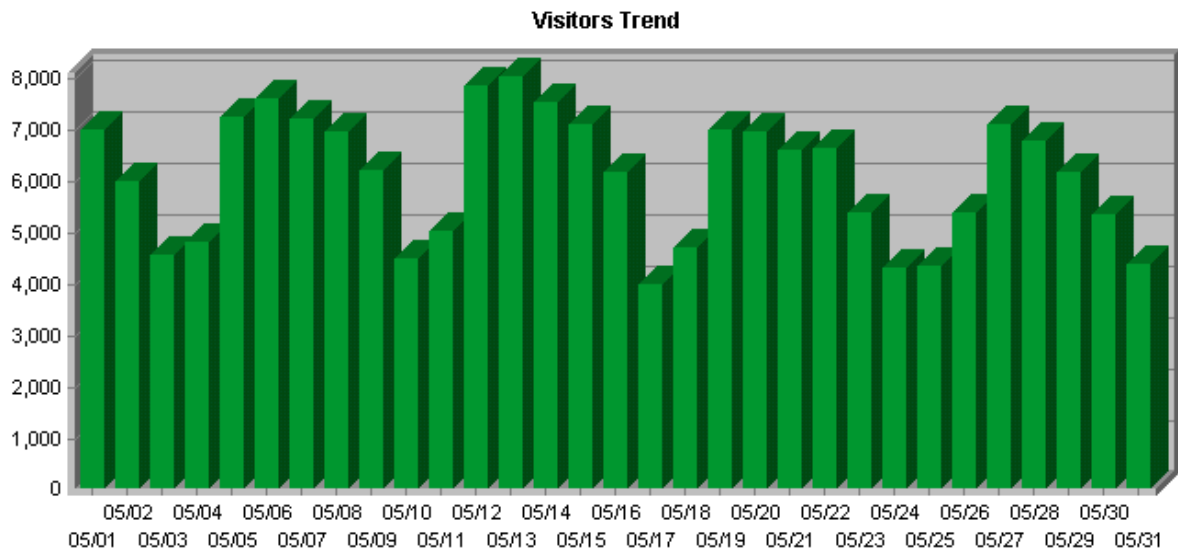
Overview Dashboard

This displays key graphs and tables that provide an overview of the entire report. Click on the title of a graph or table to navigate to the corresponding page.



Visit Summary

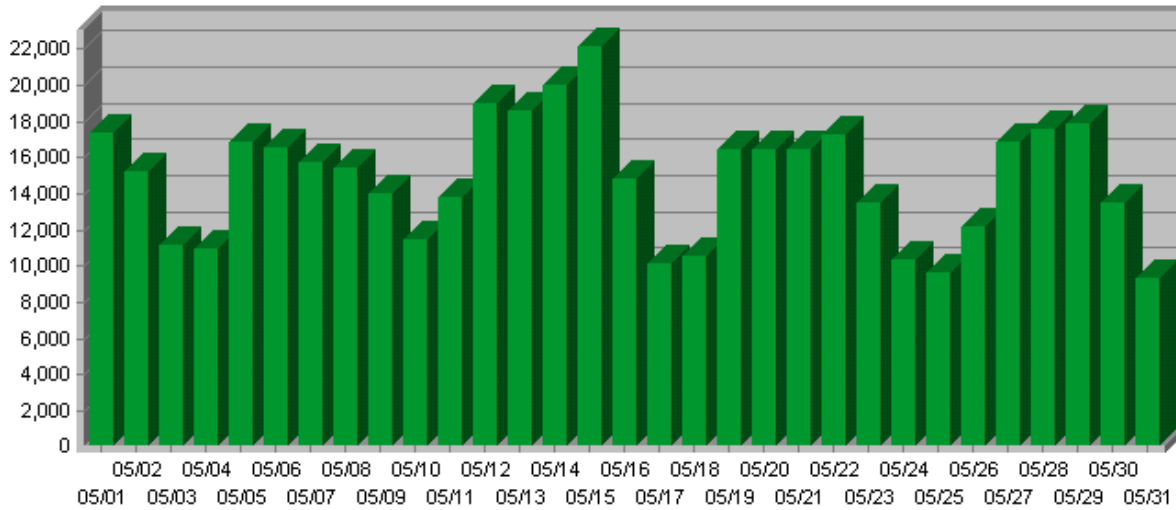
Visits	188,873
Average per Day	6,092
Average Visit Length	00:09:43
Median Visit Length	00:02:48
International Visits	11.32%
Visits of Unknown Origin	21.68%
Visits from Your Country: United States (US)	67.00%



Visitor Summary

Unique Visitors	91,720
Visitors Who Visited Once	77,960
Visitors Who Visited More Than Once	13,760

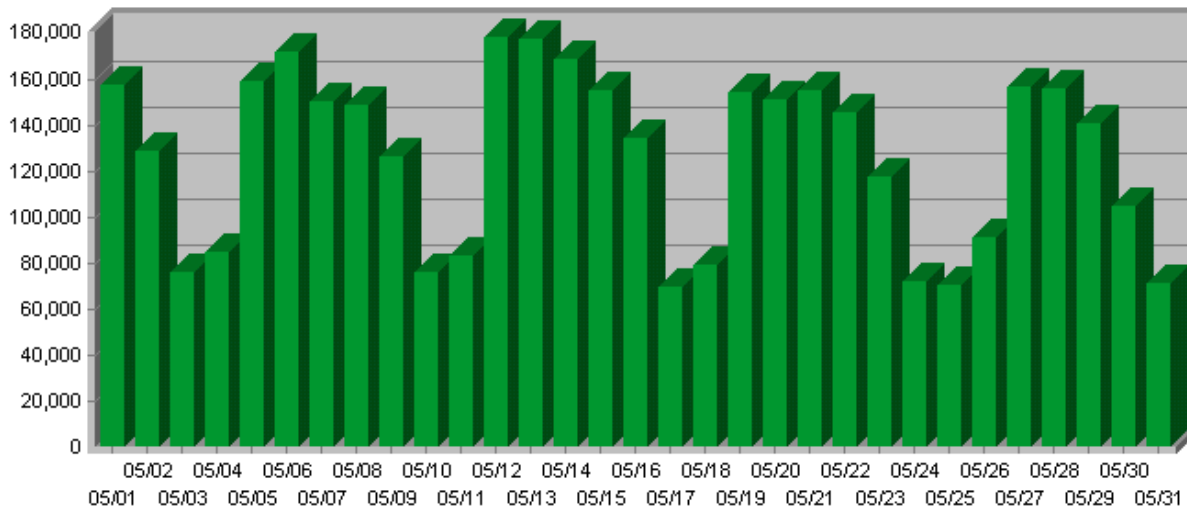
Page Views Trend



Page View Summary

Page Views	460,926
Average per Day	14,868

Hits Trend

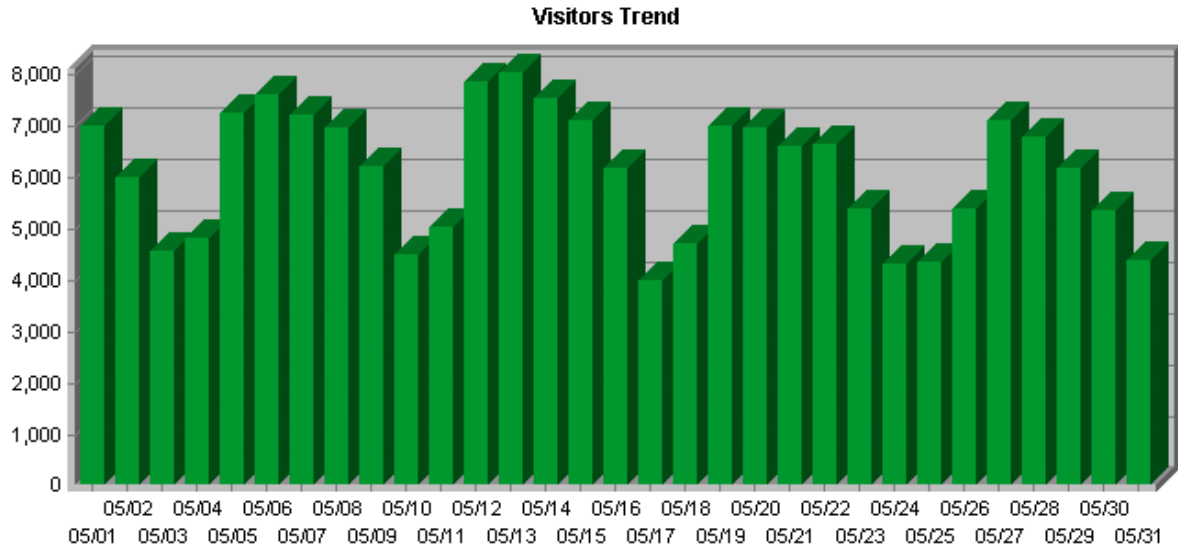


Hit Summary

Successful Hits for Entire Site	3,909,281
Average Hits per Day	126,105
Home Page Hits	49,628

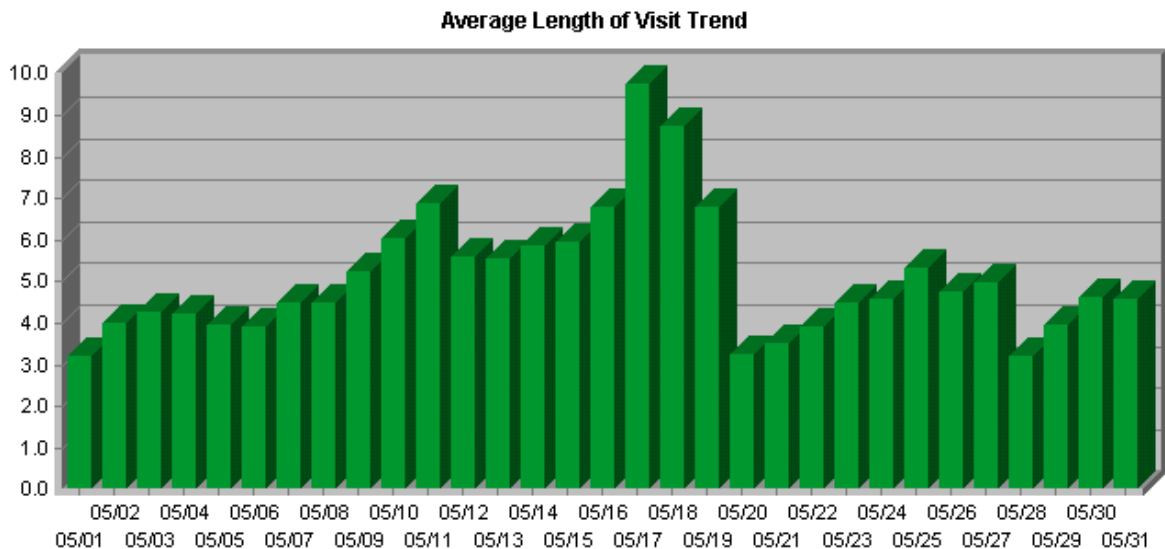
Visitors Dashboard

This displays key graphs and tables that provide an overview of the Visitors chapter. Click on the title of a graph or table to navigate to the corresponding page.

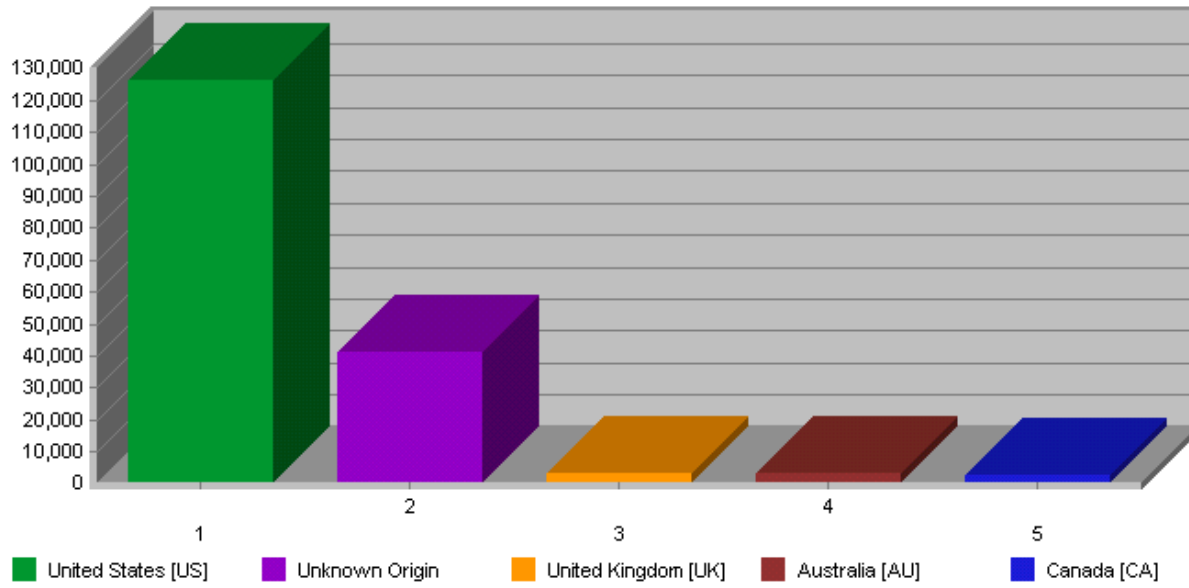


Visit Summary

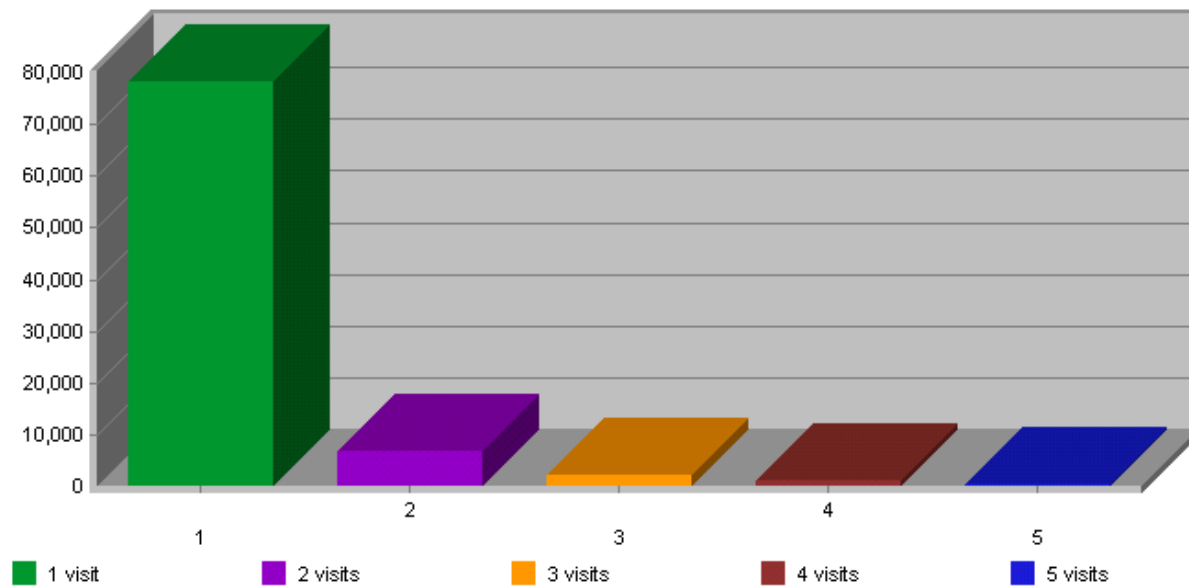
Visits	188,873
Average per Day	6,092
Average Visit Length	00:09:43
Median Visit Length	00:02:48
International Visits	11.32%
Visits of Unknown Origin	21.68%
Visits from Your Country: United States (US)	67.00%

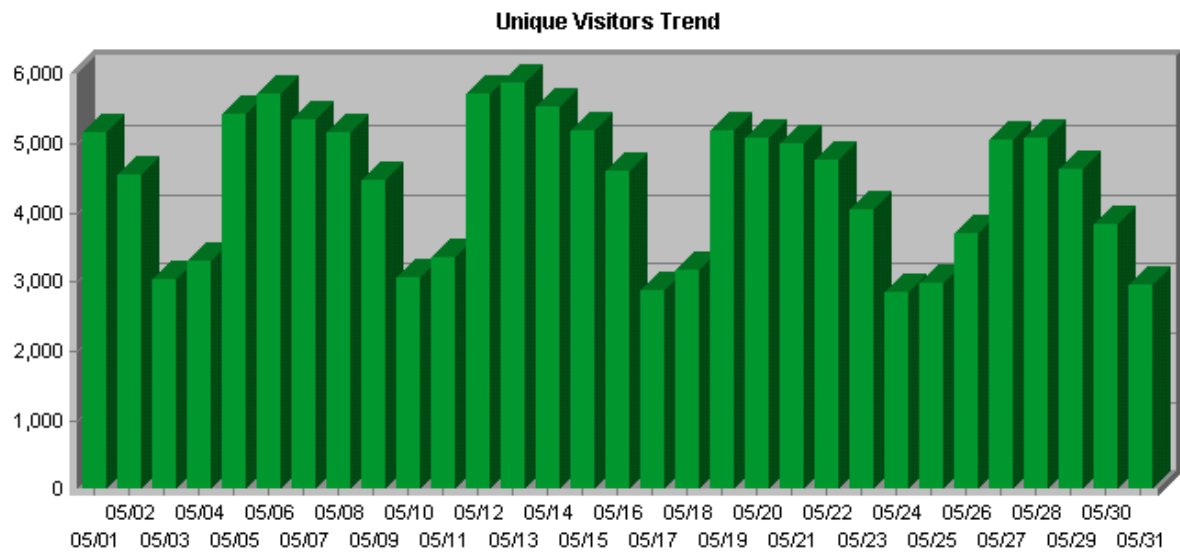


Top Countries by Visits



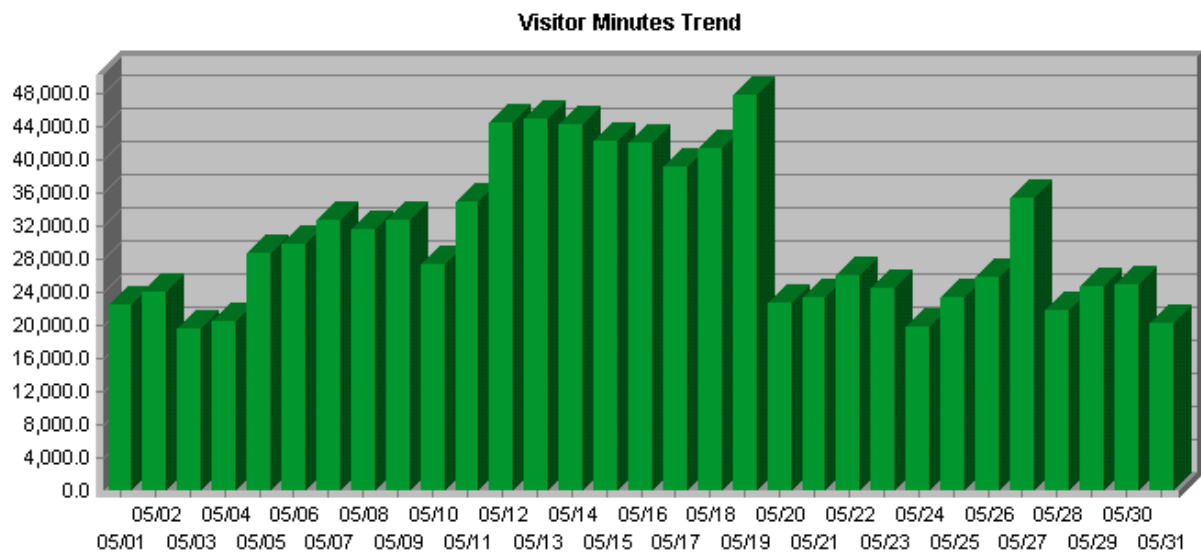
Visitors by Number of Visits

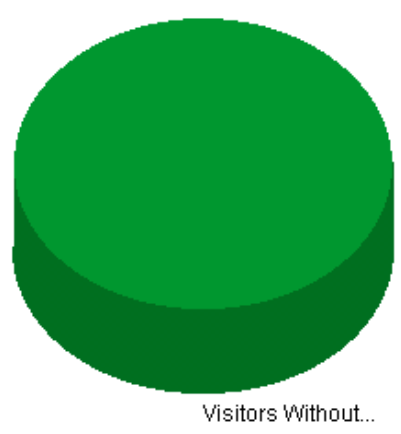
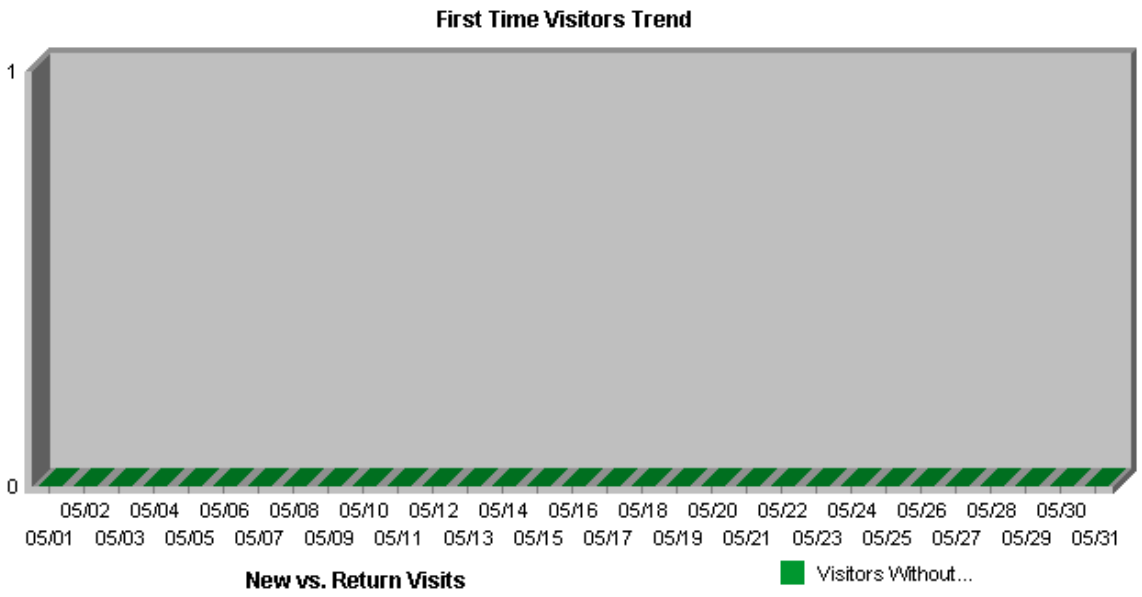


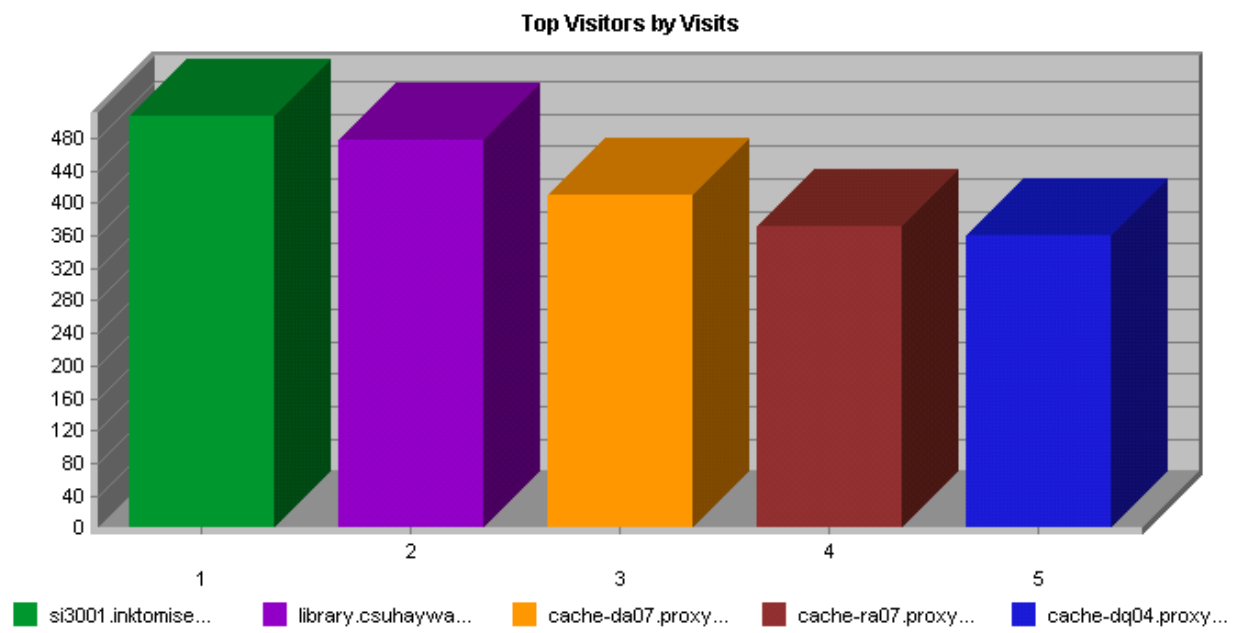


Visitor Summary

Unique Visitors	91,720
Visitors Who Visited Once	77,960
Visitors Who Visited More Than Once	13,760

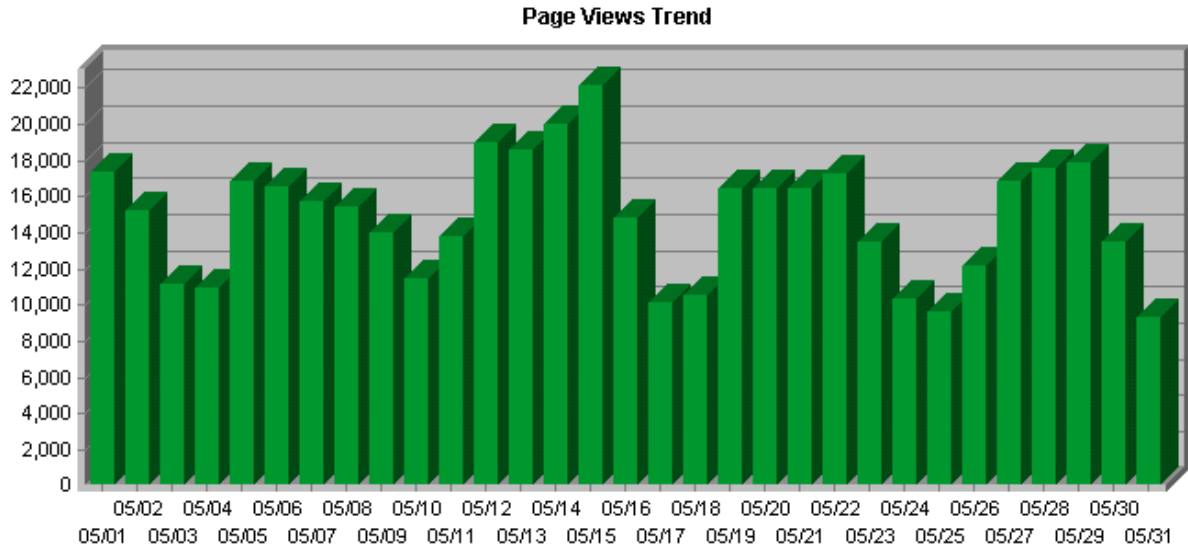






Pages Dashboard

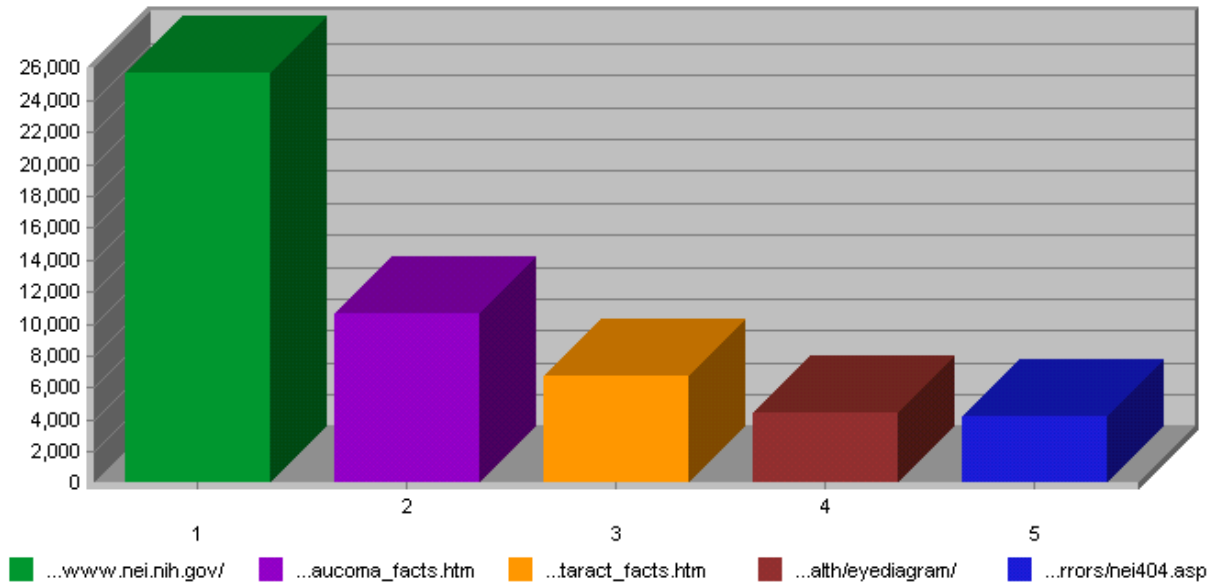
This displays key graphs and tables that provide an overview of the Pages chapter. Click on the title of a graph or table to navigate to the corresponding page.



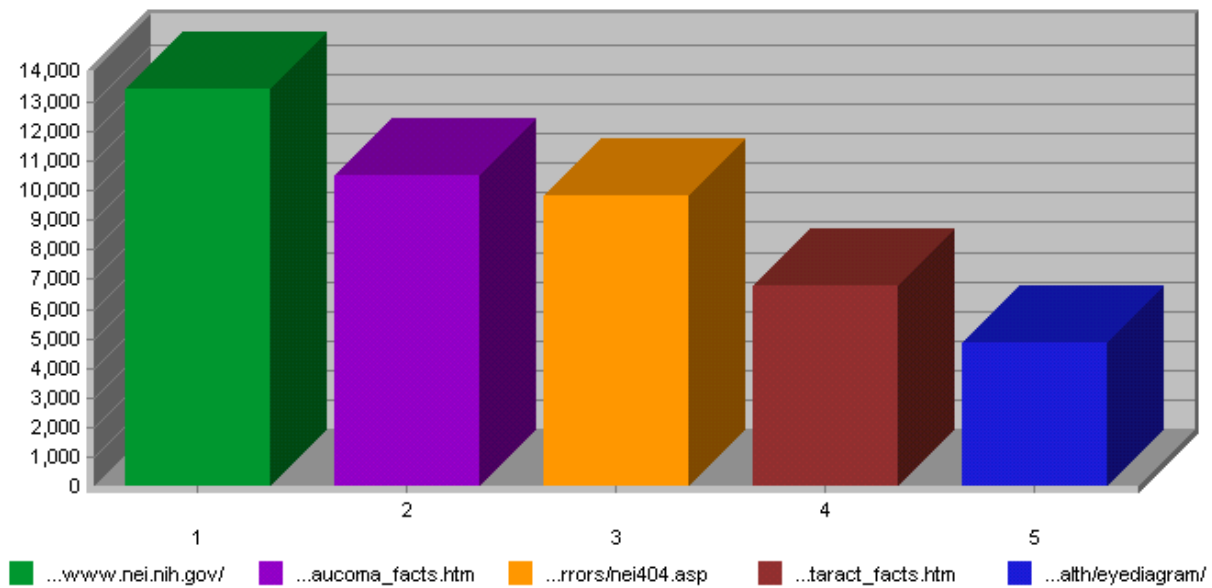
Page View Summary

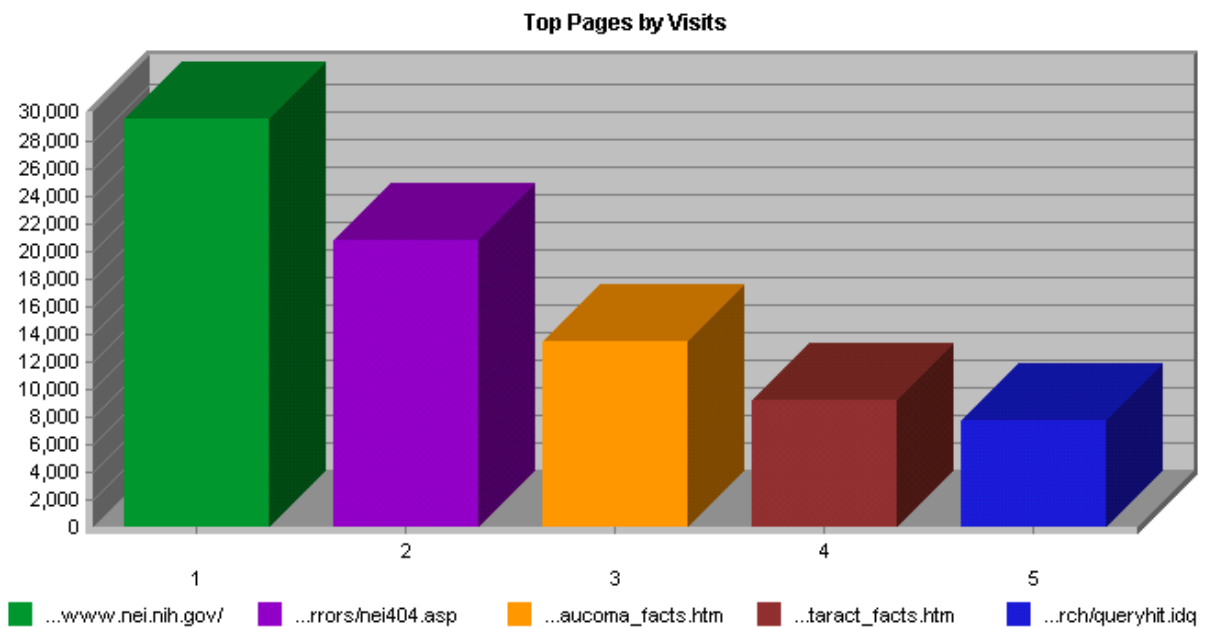
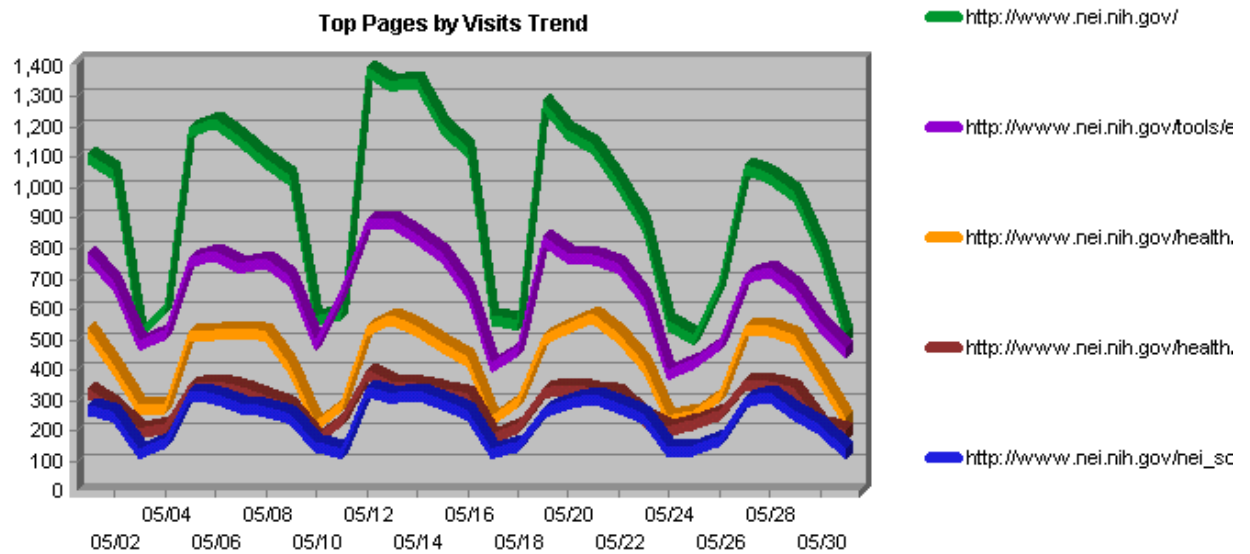
Page Views	460,926
Average per Day	14,868

Top Entry Pages

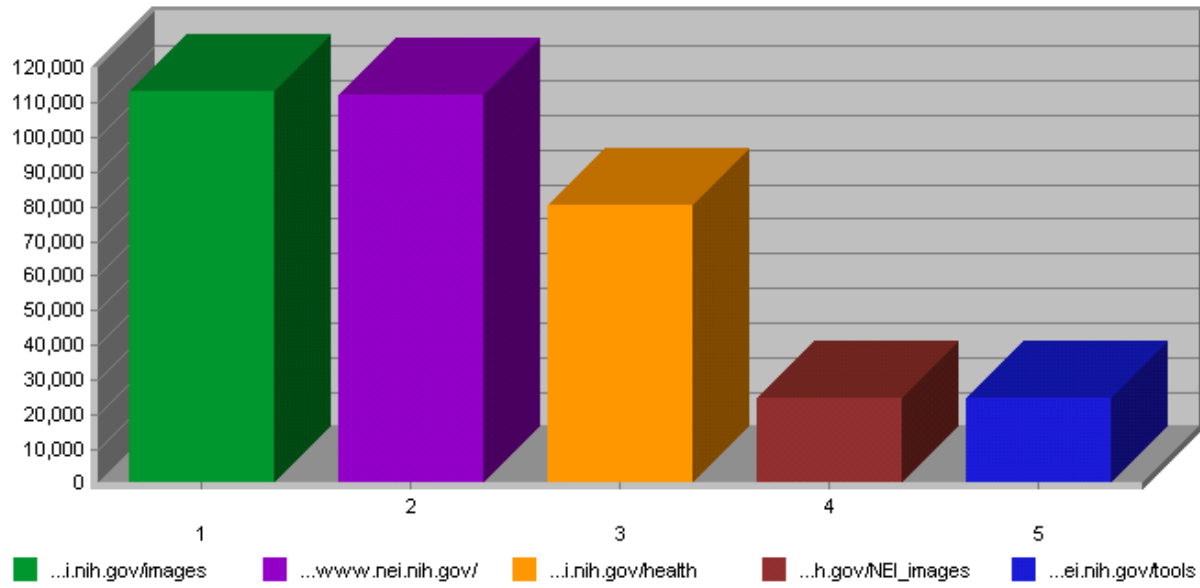


Top Exit Pages



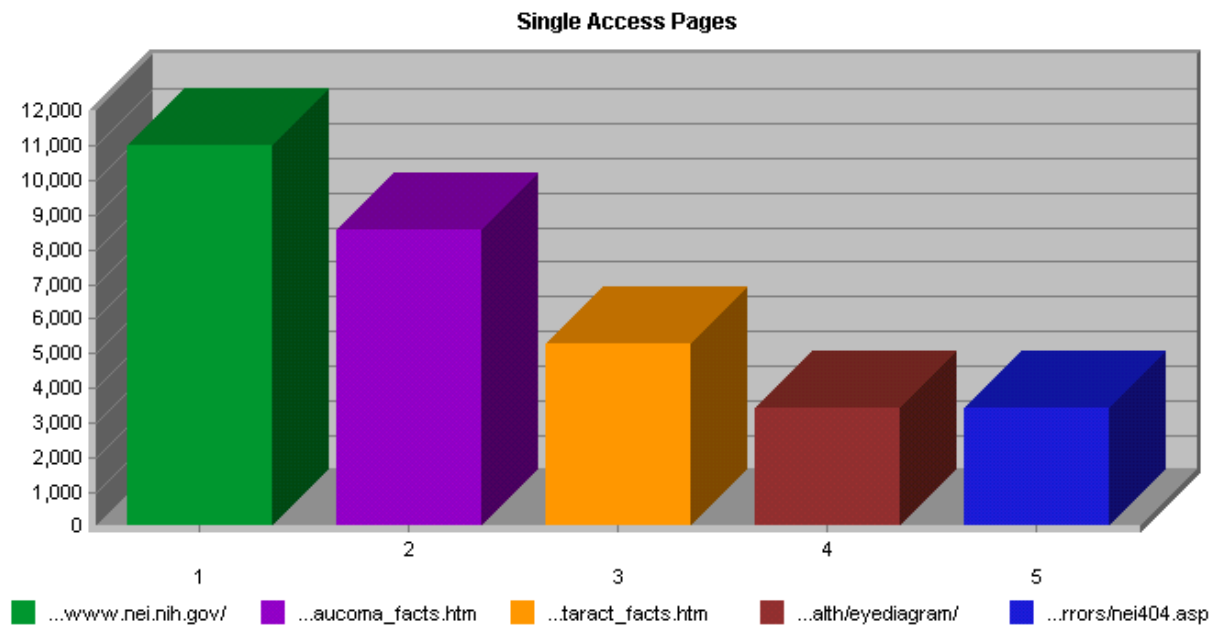
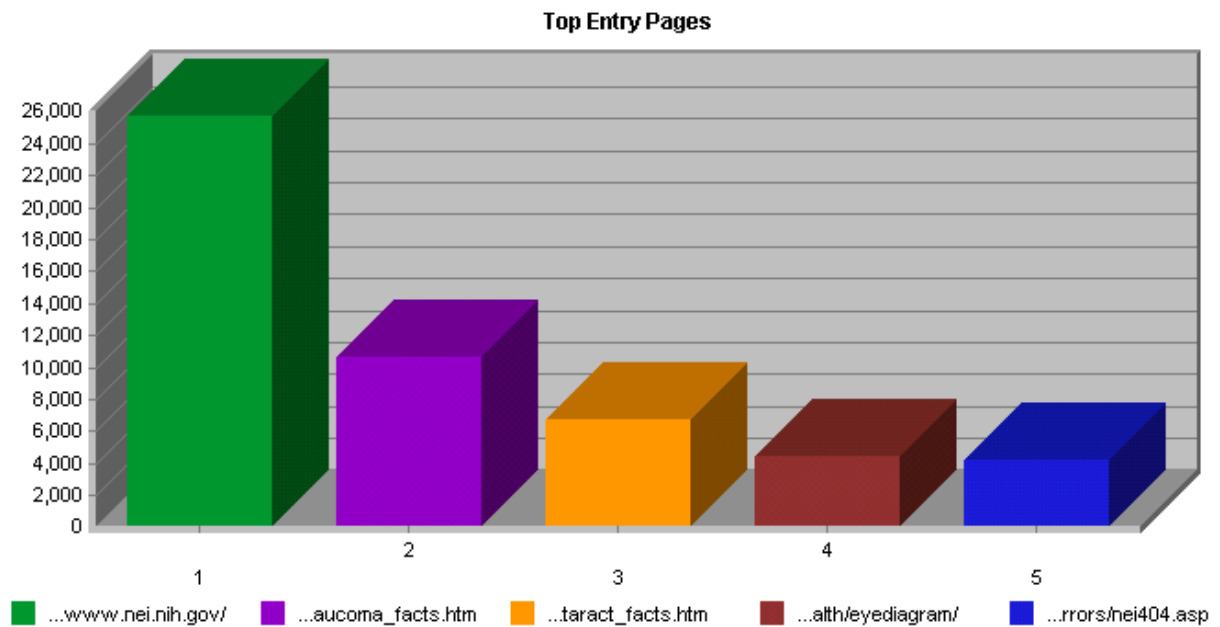


Top Directories by Visits

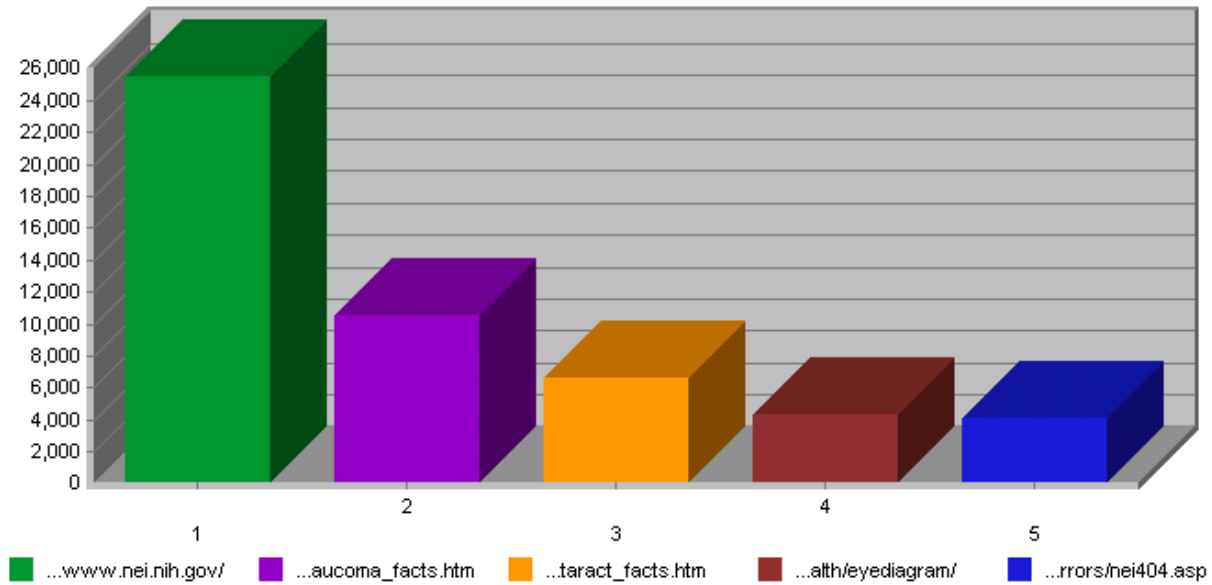


Navigation Dashboard

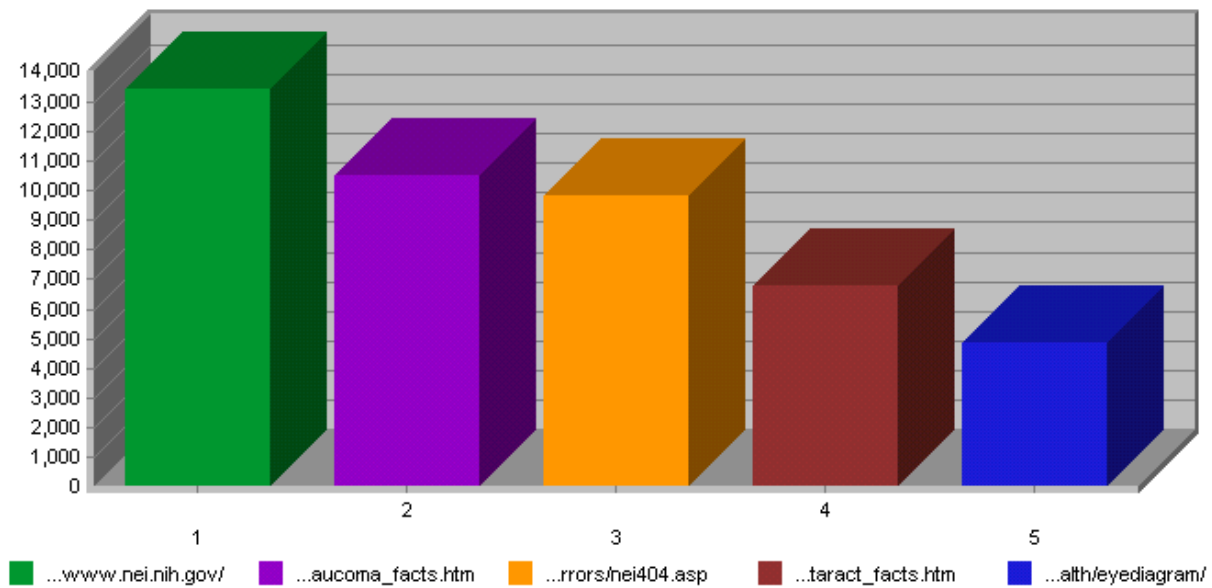
This dashboard summarizes important information related to online navigation.



Top Entry Files

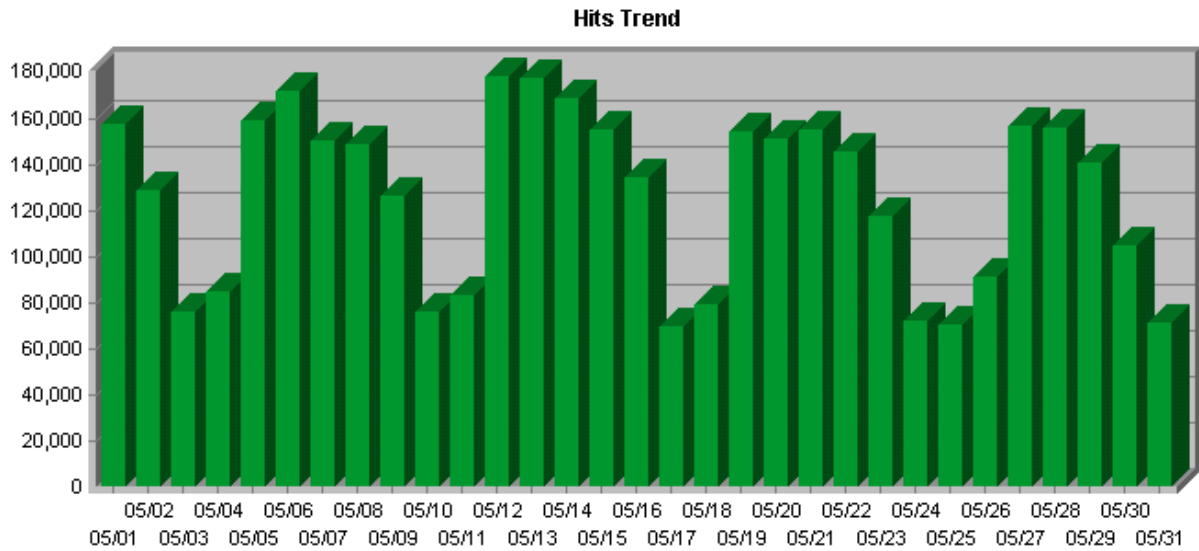


Top Exit Pages



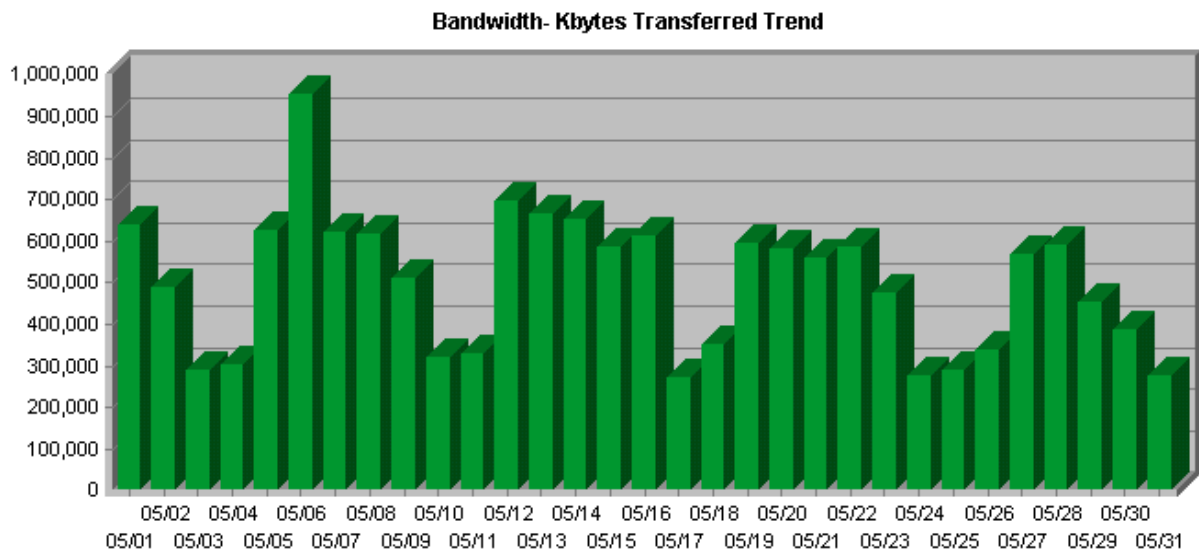
Technical Dashboard

This dashboard summarizes important information related to online technical activity.



Hit Summary

Successful Hits for Entire Site	3,909,281
Average Hits per Day	126,105
Home Page Hits	49,628

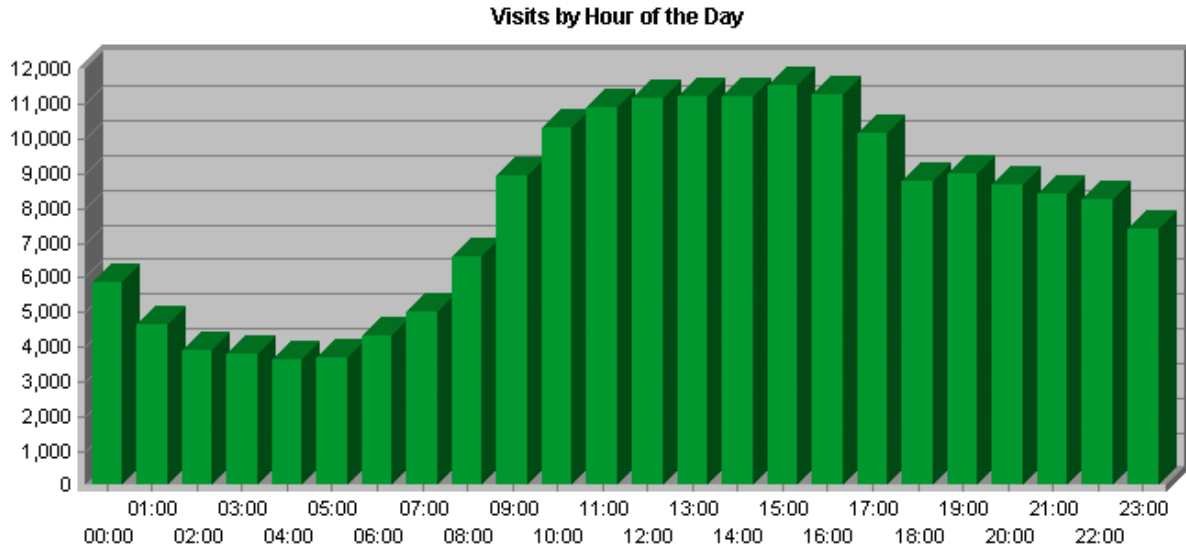


Technical Statistics

Total Hits	3,910,604	100%
Successful Hits	3,909,281	99.97%
Failed Hits	1,323	0.03%
Cached Hits	722,931	18.49%

Activity Dashboard

This displays key graphs and tables that provide an overview of the Activity chapter. Click on the title of a graph or table to navigate to the corresponding page.



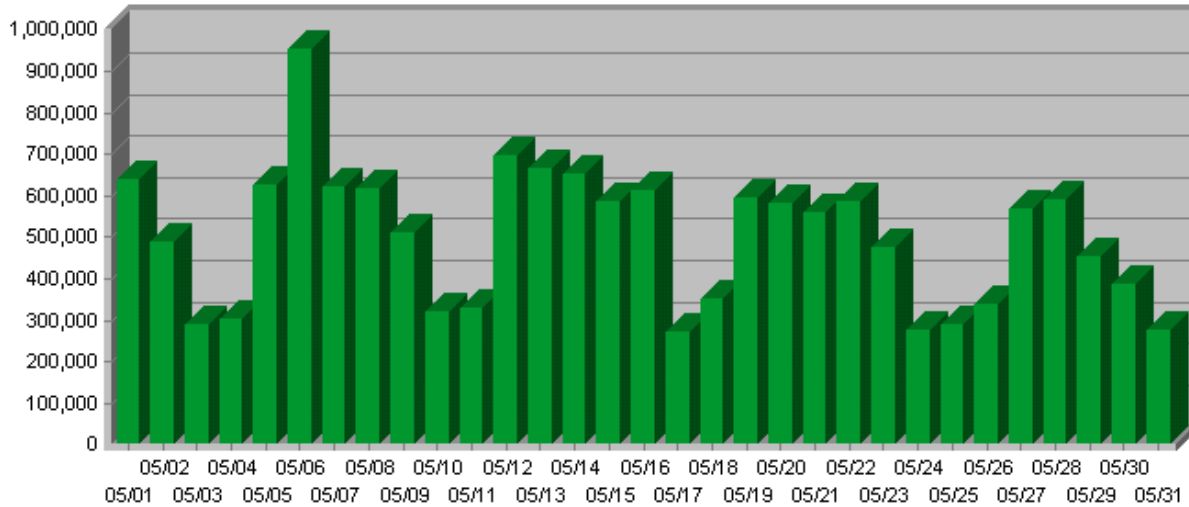
Most Active Summary

Most Active Date	May 12, 2003
Number of Hits on Most Active Date	177,873
Most Active Day of the Week	Thu
Most Active Hour of the Day	14:00–14:59

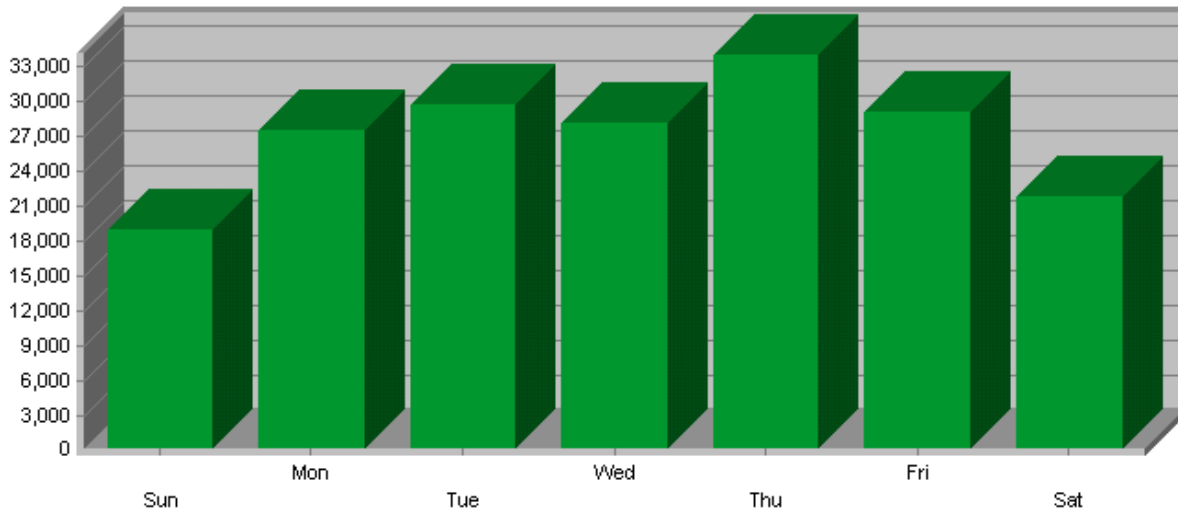
Activity on Weekdays Summary

Total Hits Weekdays	3,225,294
Total Visits Weekdays	148,229
Average Number of Visits per day on Weekdays	6,737
Average Number of Hits per day on Weekdays	146,604

Bandwidth- Kbytes Transferred Trend



Visits by Day of the Week



Least Active Summary

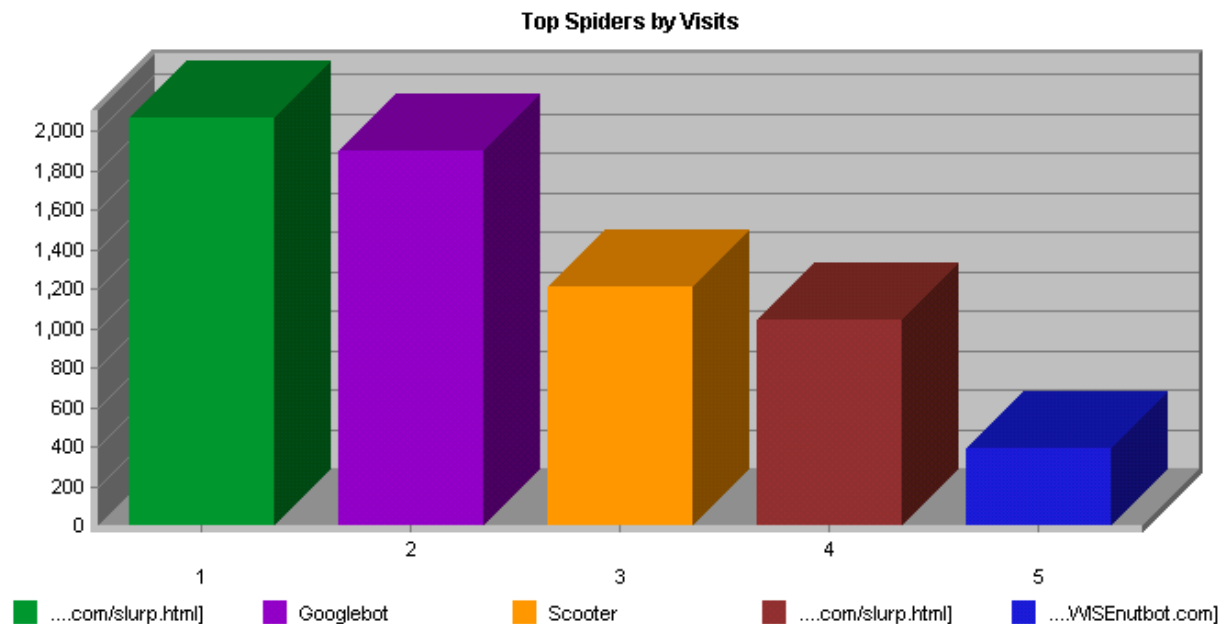
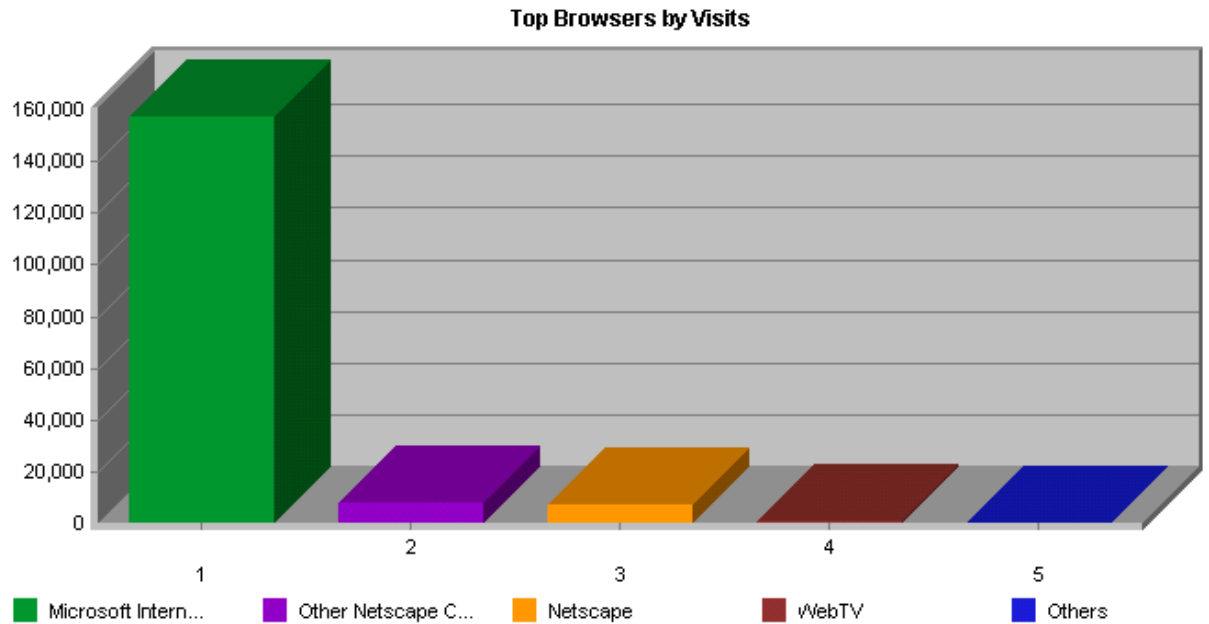
Least Active Date	May 17, 2003
Number of Hits on Least Active Date	69,426
Least Active Day of the Week	Sun
Least Active Hour of the Day	03:00–03:59

Activity on Weekends Summary

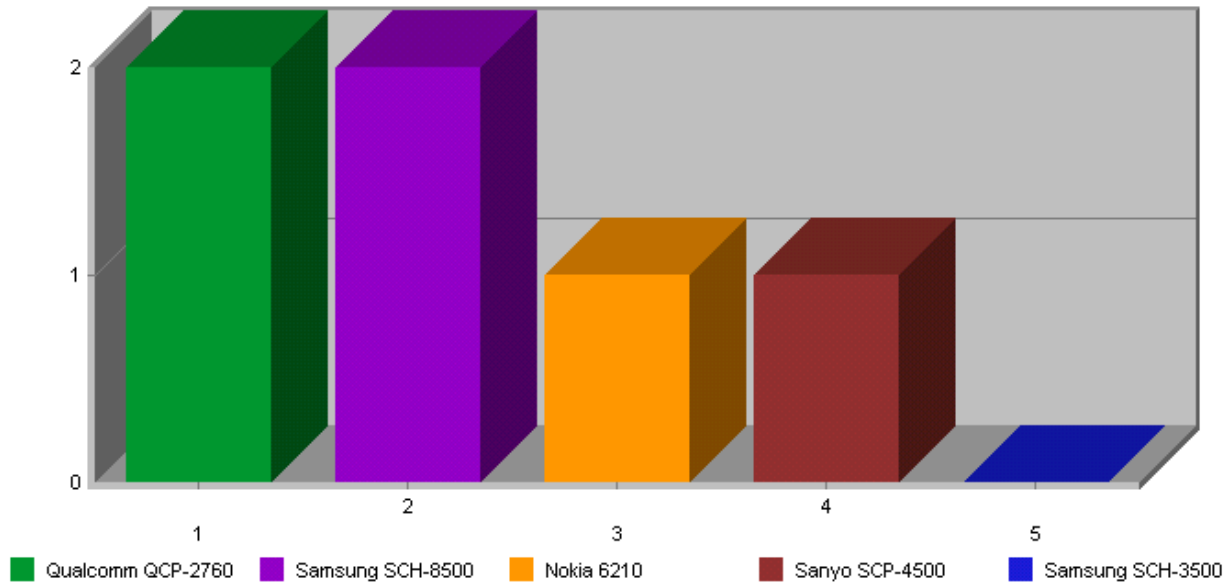
Total Hits Weekend	683,987
Total Visits Weekend	40,644
Average Number of Visits per Weekend	8,128
Average Number of Hits per Weekend	136,797

Browsers and Platforms Dashboard

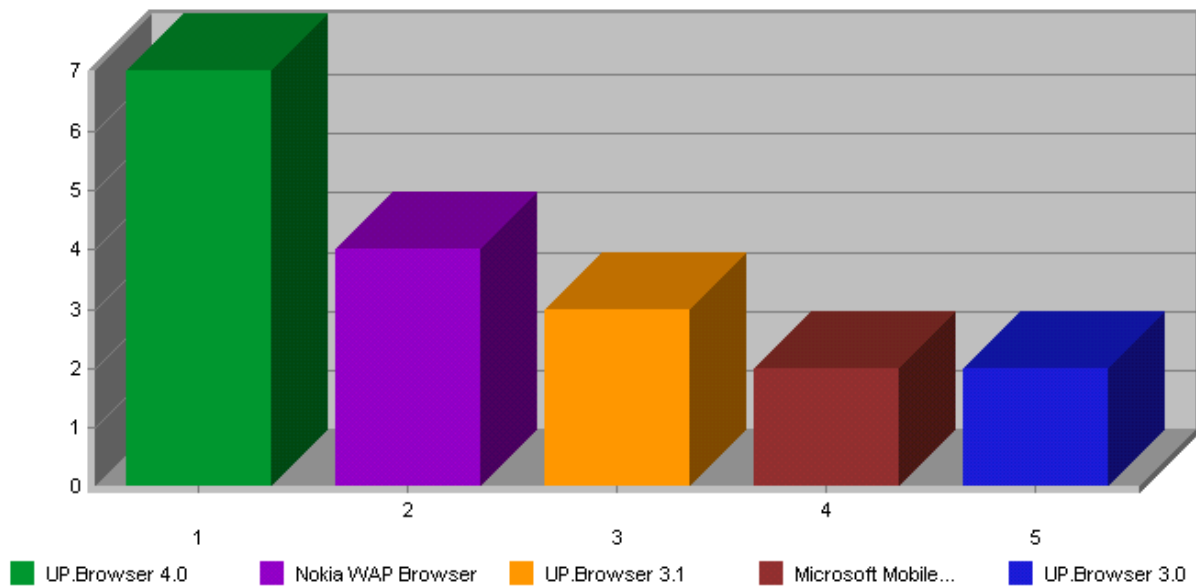
This displays key graphs and tables that provide an overview of the Browsers and Platforms chapter. Click on the title of a graph or table to navigate to the corresponding page.

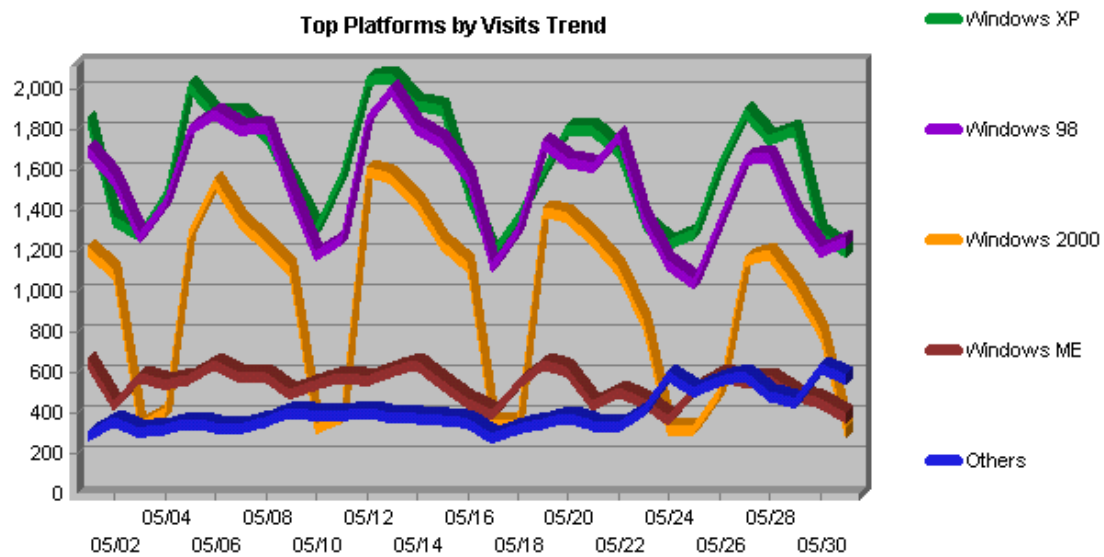
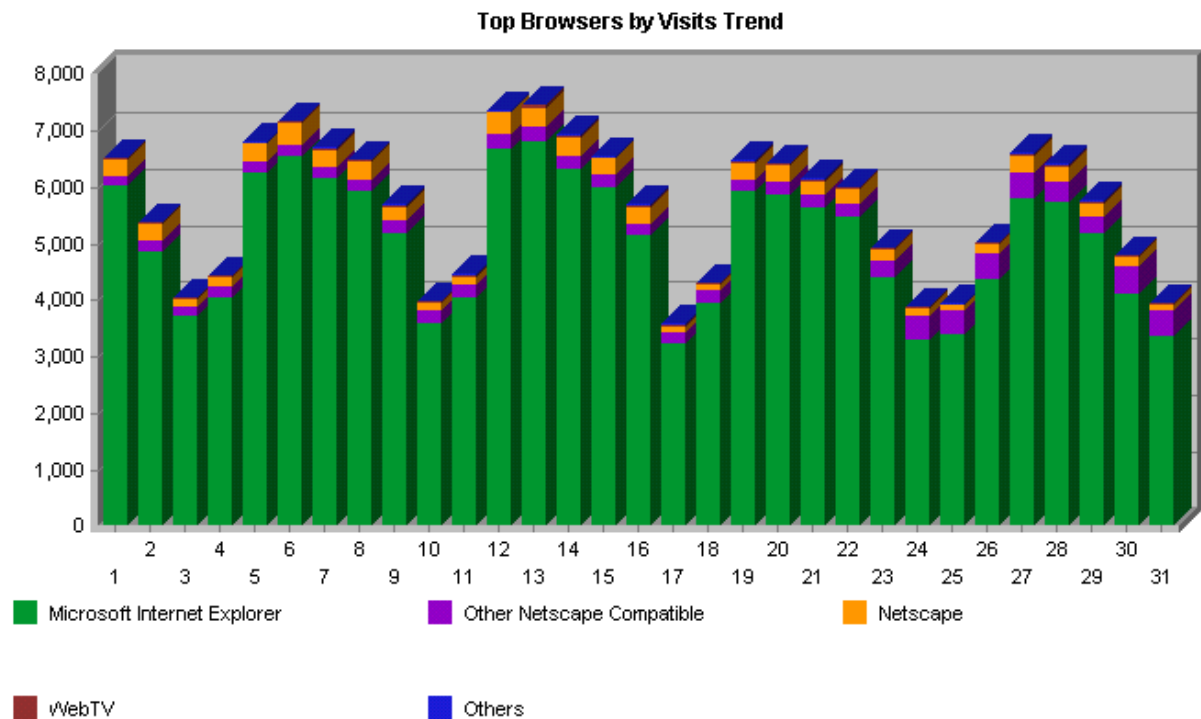


Top WAP Devices by Visits



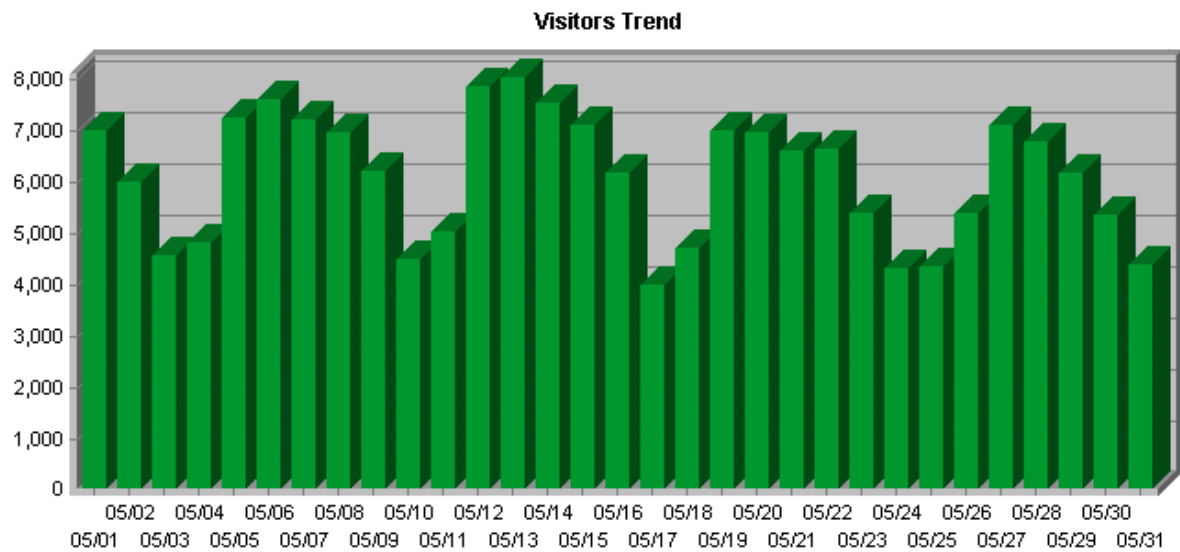
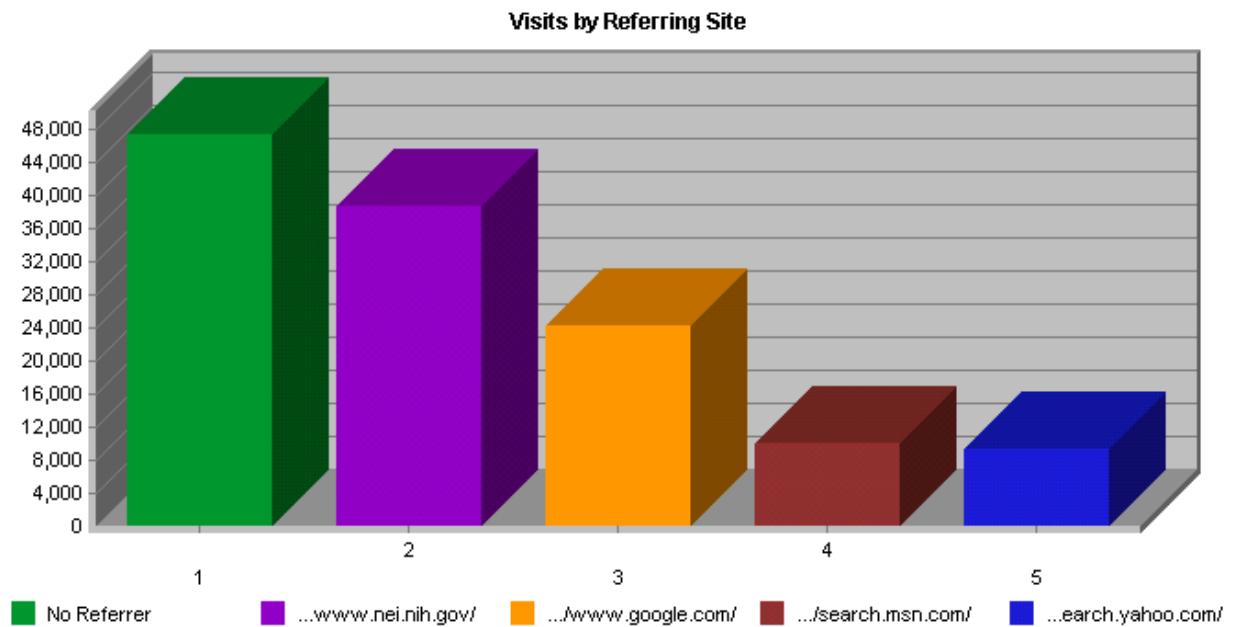
Top WAP Browsers by Visits





Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.



Ads Served Dashboard


This displays key graphs and tables that provide an overview of the Ads Served chapter. Click on the title of a graph or table to navigate to the corresponding page.

Ad Views


This report shows how often specific ads were viewed by visitors.

No data for this section in the log data analyzed.


Ad Views – Help Card




Ad Title – Name of the ad being analyzed.




Ad View Visits – Number of visits by visitors who saw the specified ad. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator. A visitor may see an ad more than once during a visit, but the ad will only be counted once in this table and graph. Contrast this page with the Ad Views page.



Ad Views – Number of times the specified ad was displayed on a page viewed by a visitor.



% – Percentage of visitors who saw the specified ad.



Use this information to sell ad space and bill clients.

Ad Clicks

This report shows how often specific ads were viewed by visitors.

No data for this section in the log data analyzed.

Ad Clicks – Help Card



Ad Title – Name of the ad being analyzed.

Ad Click Visits – Number of visits to your site that resulted in the specified ad being clicked on. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

Ad Clicks – Number of times the ad was clicked on by a visitor.

% – Percentage of times the specified ad was clicked on compared with all ads that were clicked on.



You can track the ongoing effectiveness of specific ads and patterns of potential customers throughout a given period. This can be used to help summarize the click–through rate during a marketing campaign.

Ads Served Click Through Rate

This report shows you the effectiveness of the ads on your web site.

No data for this section in the log data analyzed.

Ads Served Click Through Rate – Help Card



Ad Title – Name of the ad being analyzed.

Ad Clicks – Number of times the ad was clicked on by a visitor.

Ad Views – Number of times the specified ad was displayed on a page viewed by a visitor.

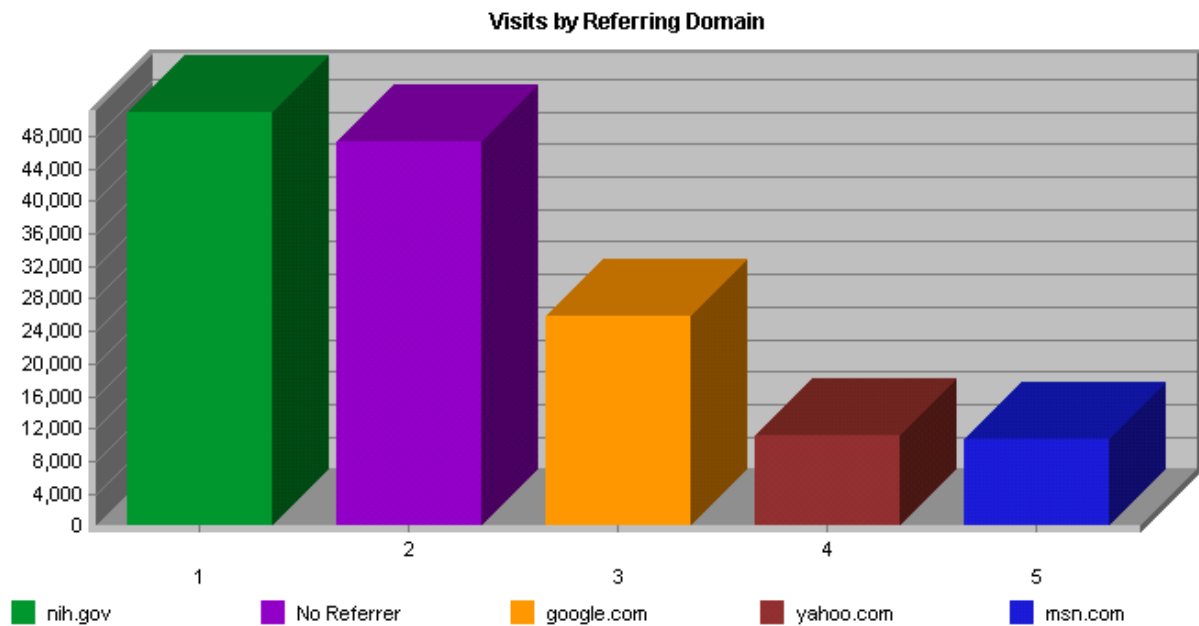
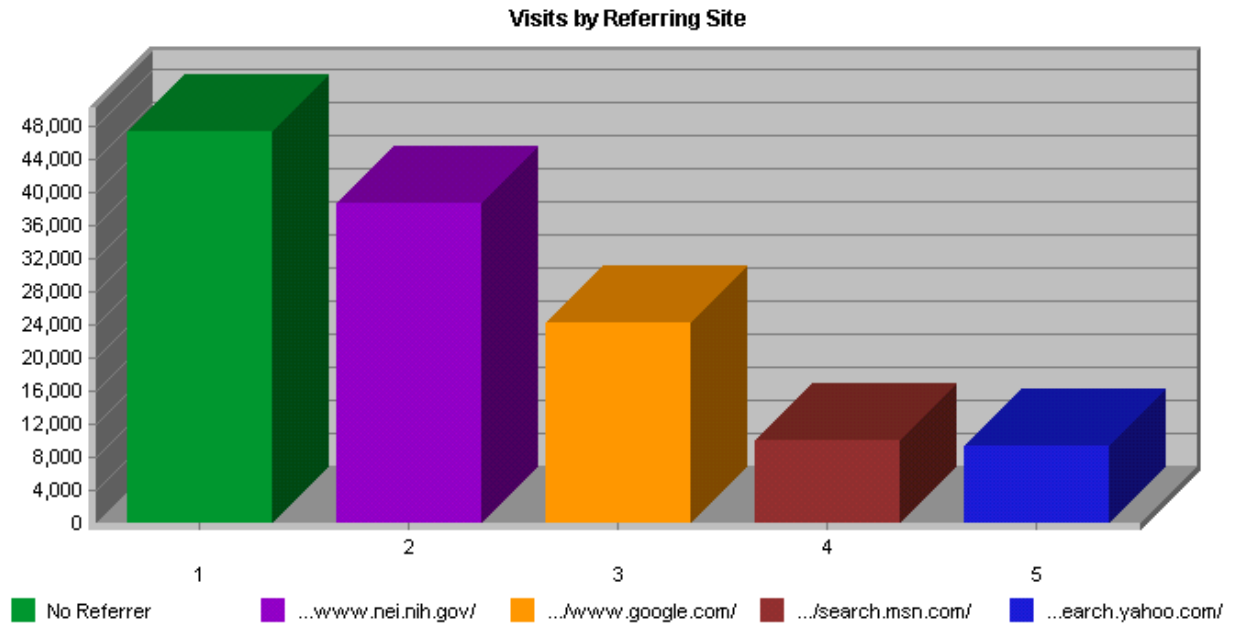
Click Thru Rate – Percentage of ads that were clicked on.



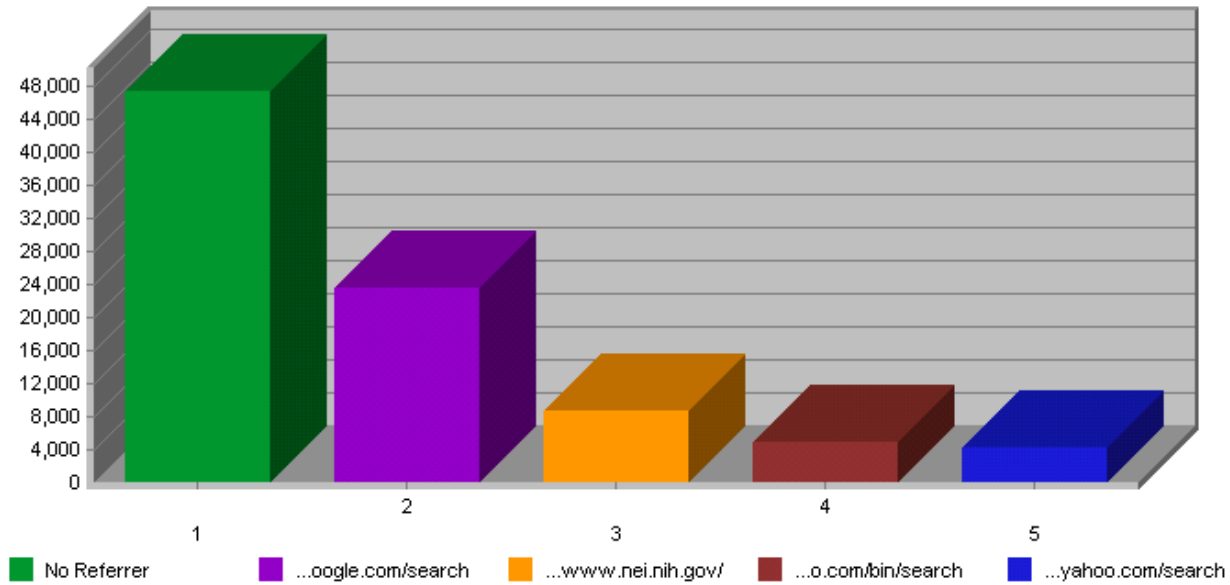
This report shows you the effectiveness of the ads on your web site.

Referrers Dashboard

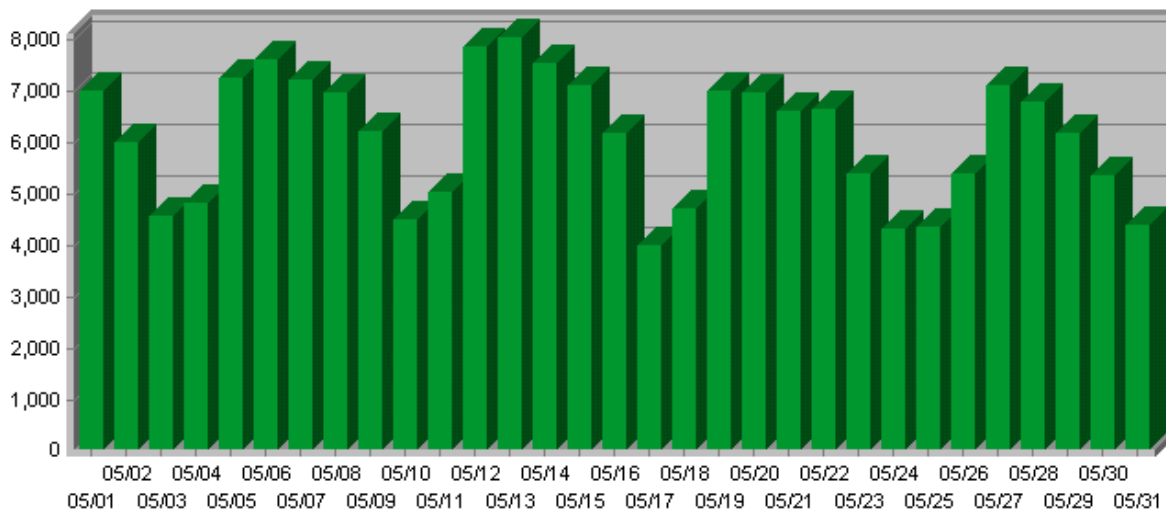
The table includes statistics on the total activity for this server during the reporting period. All dates and times refer to the location of the system running the analysis.



Visits by Referring Page

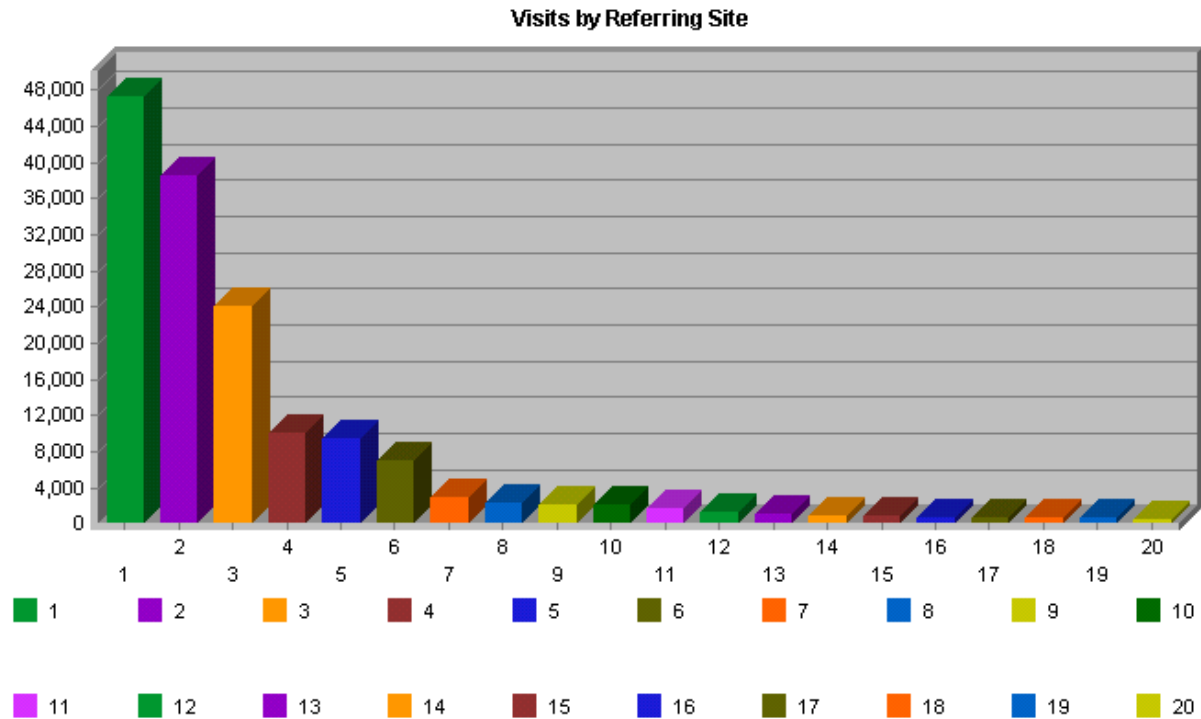


Visitors Trend



Activity by Referring Site

This report identifies the domain names and IP addresses that refer visitors to your site. This information will be displayed only if your server is logging this information.




Activity by Referring Site

	Site	Visits	%
1.	No Referrer	47,215	25.00%
2.	http://www.nei.nih.gov/	38,534	20.40%
3.	http://www.google.com/	24,138	12.78%
4.	http://search.msn.com/	10,143	5.37%
5.	http://search.yahoo.com/	9,366	4.96%
6.	http://www.nlm.nih.gov/	6,938	3.67%
7.	http://web.ask.com/	2,885	1.53%
8.	http://aolsearch.aol.com/	2,261	1.20%
9.	http://www.bausch.com/	2,159	1.14%
10.	http://www.google.ca/	2,066	1.09%
11.	http://www.nih.gov/	1,827	0.97%
12.	http://www.google.com.au/	1,410	0.75%
13.	http://www.google.co.uk/	1,064	0.56%
14.	http://search.nlm.nih.gov/	864	0.46%
15.	http://directory.google.com/	817	0.43%

16.	http://images.google.com/	806	0.43%
17.	http://www.kie.berkeley.edu/	803	0.43%
18.	http://search.netscape.com/	763	0.40%
19.	http://health.nih.gov/	714	0.38%
20.	http://www.goodhope.org.uk/	576	0.30%
	Subtotal	155,349	82.25%
	Other	33,524	17.75%
	Total	188,873	100.00%


Activity by Referring Site – Help Card

 **Referring Sites** – A web site which refers a visitor to your site by linking to it.

Site – Specific referring site being analyzed.

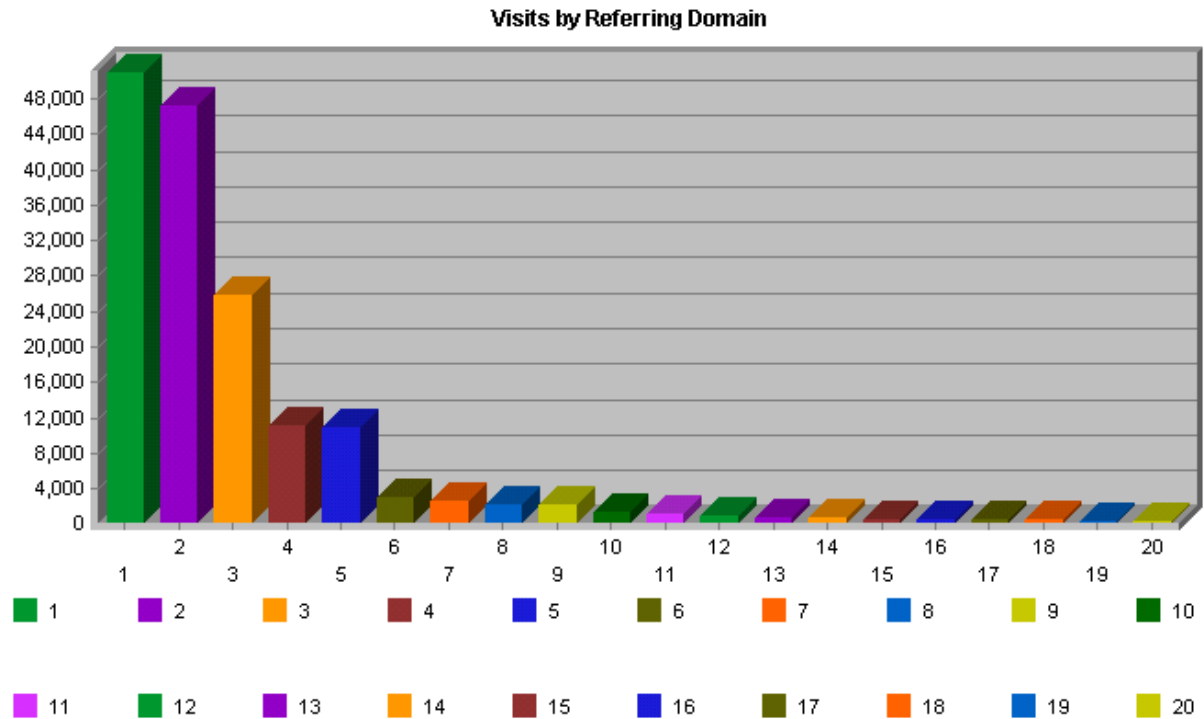
Visits – Number of times the specified site referred visitors to your site.

% – Percentage of referrals that came from the specified site.

 You can use this page to determine which sites are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

Activity by Referring Domain

This report identifies the top-level domains that refer visitors to your site. This information will be displayed only if your server is logging this information.



Activity by Referring Domain

	Domain	Visits	%
1.	nih.gov	50,845	26.92%
2.	No Referrer	47,215	25.00%
3.	google.com	25,868	13.70%
4.	yahoo.com	11,161	5.91%
5.	msn.com	10,824	5.73%
6.	ask.com	3,006	1.59%
7.	aol.com	2,580	1.37%
8.	bausch.com	2,239	1.19%
9.	google.ca	2,136	1.13%
10.	google.com.au	1,429	0.76%
11.	google.co.uk	1,095	0.58%
12.	berkeley.edu	844	0.45%
13.	netscape.com	767	0.41%
14.	altavista.com	649	0.34%
15.	goodhope.org.uk	576	0.30%

16.	google.com.mx	562	0.30%
17.	macular-degeneration-vitamins.com	533	0.28%
18.	mic.ki.se	517	0.27%
19.	cdc.gov	411	0.22%
20.	seeintl.org	409	0.22%
	Subtotal	163,666	86.65%
	Other	25,207	13.35%
	Total	188,873	100.00%

Activity by Referring Domain – Help Card



Referring Domain – A web site which refers a visitor to your site by linking to it.

Domain – Specific referring domain being analyzed.

Visits – Number of times the specified domain referred visitors to your site.

% – Percentage of referrals that came from the specified domain.

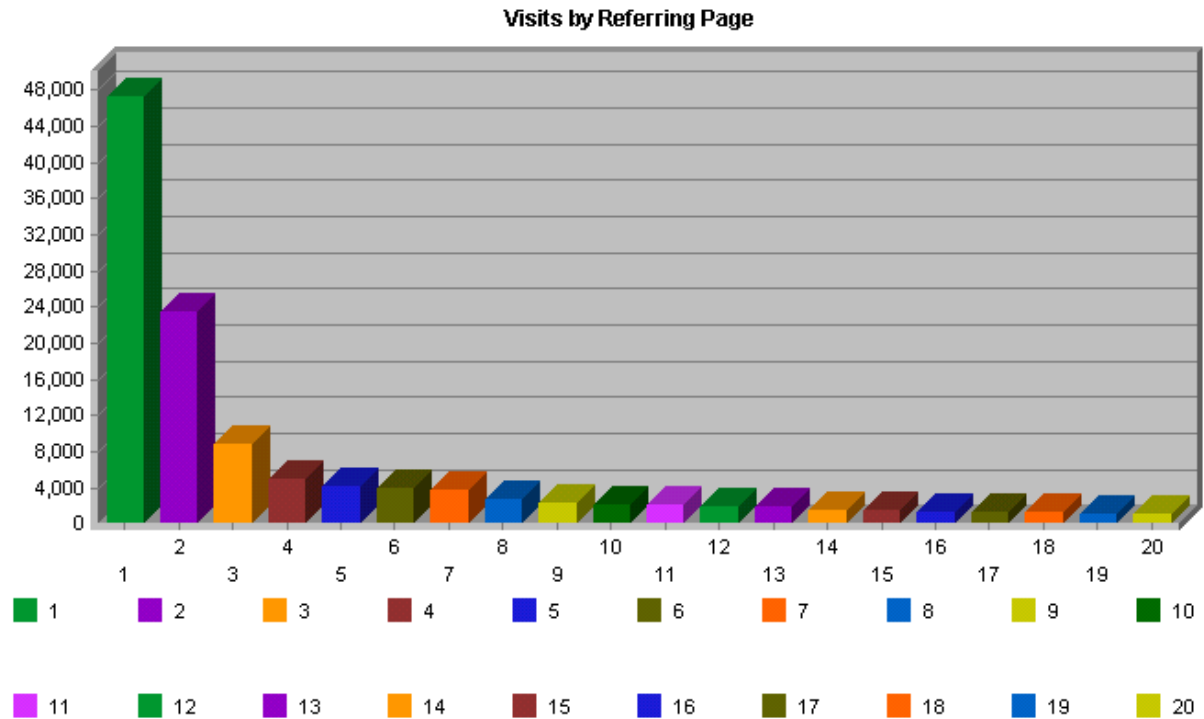
—



You can use this page to determine which domains are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

Activity by Referring Page

This report provides the pages from the sites with links to your site. This information will only be displayed if your server is logging the referrer information.



Activity by Referring Page

	Page	Visits	%
1.	No Referrer	47,215	25.00%
2.	http://www.google.com/search	23,536	12.46%
3.	http://www.nei.nih.gov/	8,758	4.64%
4.	http://search.yahoo.com/bin/search	4,941	2.62%
5.	http://search.yahoo.com/search	4,218	2.23%
6.	http://search.msn.com/results.aspx	3,997	2.12%
7.	http://search.msn.com/results.asp	3,672	1.94%
8.	http://web.ask.com/redirect	2,719	1.44%
9.	http://www.nei.nih.gov/health/glaucoma/glaucoma_facts.htm	2,310	1.22%
10.	http://aolsearch.aol.com/aol/search	2,163	1.15%
11.	http://www.nei.nih.gov/photo/index.htm	2,066	1.09%
12.	http://www.google.ca/search	2,008	1.06%
13.	http://search.msn.com/spresults.aspx	1,999	1.06%
14.	http://www.nei.nih.gov/health/	1,602	0.85%

	diabetic/retinopathy.htm		
15.	http://www.nih.gov/icd/	1,511	0.80%
16.	http://www.google.com.au/search	1,406	0.74%
17.	http://www.nei.nih.gov/nei_scripts/search/queryhit.idq	1,330	0.70%
18.	http://www.bausch.com/us/vision/products/vitamins/ocuvite_preservision.jsp	1,257	0.67%
19.	http://www.nlm.nih.gov/medlineplus/eyediseasesgeneral.html	1,212	0.64%
20.	http://www.nei.nih.gov/health/maculardegen/armd_facts.htm	1,179	0.62%
	Subtotal	119,099	63.06%
	Other	69,774	36.94%
	Total	188,873	100.00%

Activity by Referring Page – Help Card

? Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page. Any file requested with a POST command is treated as a pageview, and also as an Uploaded File. If the page has a title, the title of the page and the URL are shown. Otherwise, the URL and the phrase "Page Has No Title" appear.

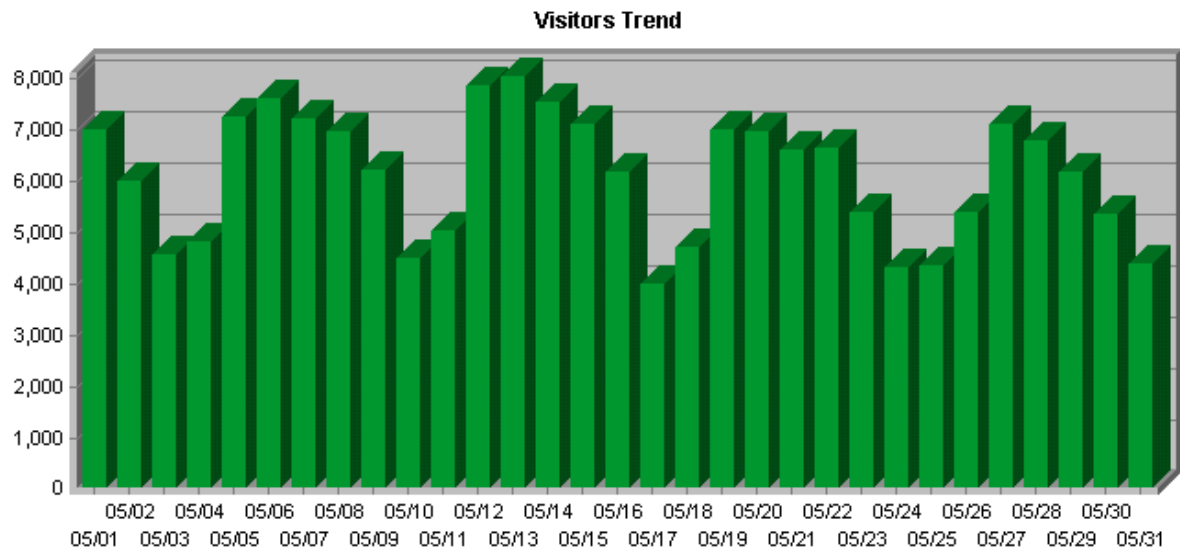
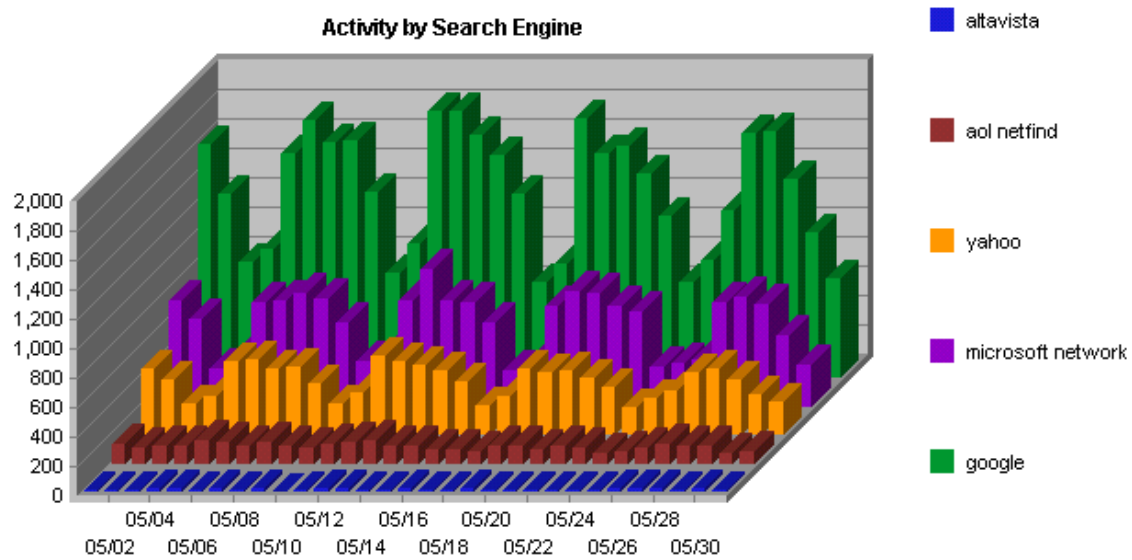
Visits – Number of visitors referred from the specified URL.

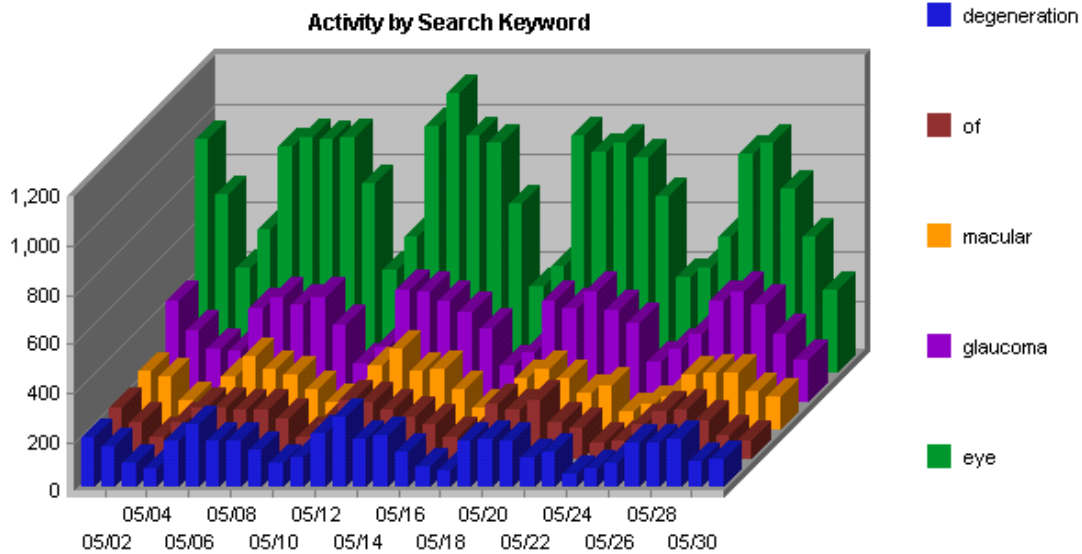
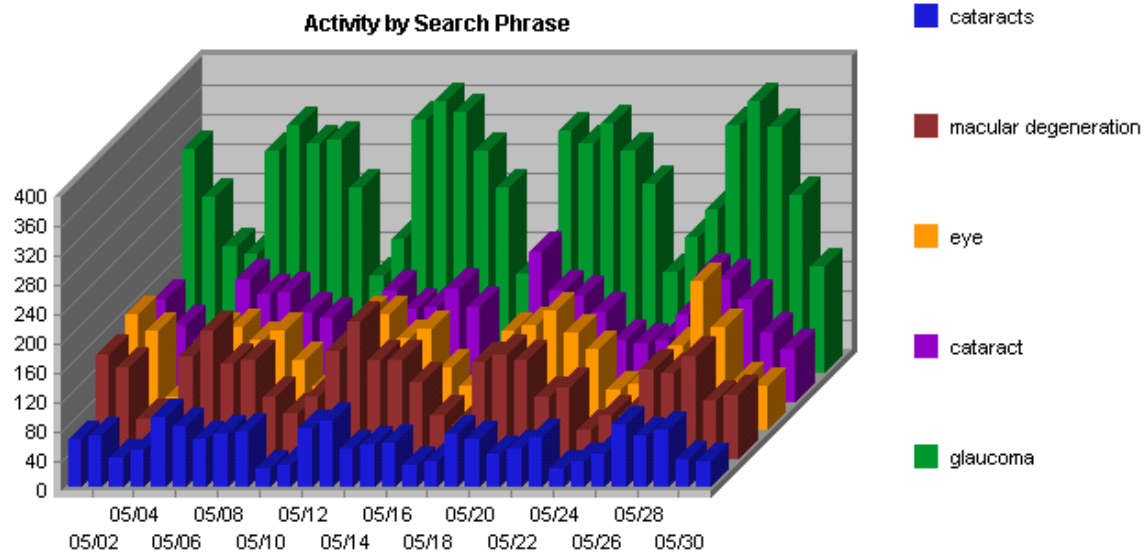
% – Percentage of referred visitors who came from the specified site.

💡 You can use this information to determine the sites that provide the most referrals to your site. This can help when considering the most effective ways to attract visitors.

Search Engines Dashboard

This dashboard summarizes important information related to specific search engines.



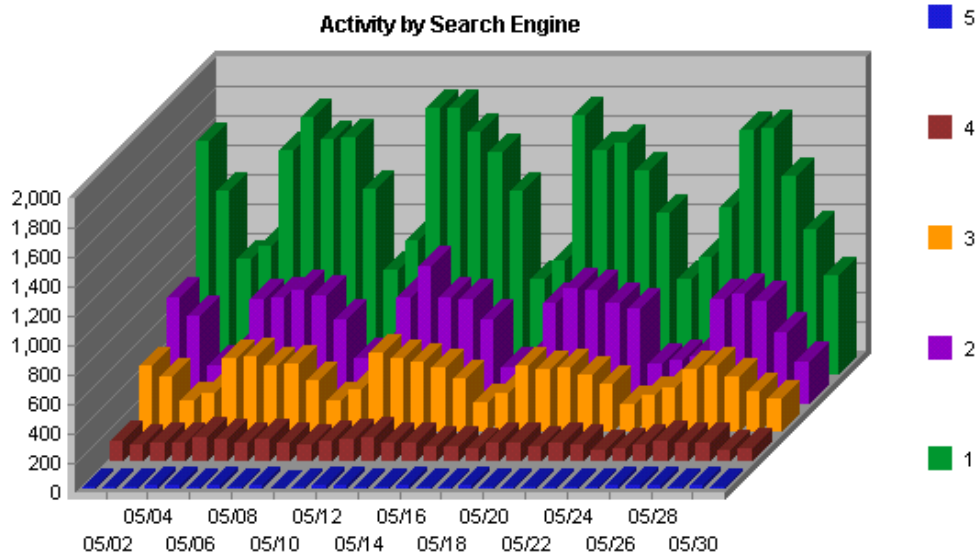


Activity by Search Engine

The first table identifies which search engines referred visitors to your site most often, the number of referrals, and its percentage of the total.

The second table identifies the most popular search phrases for each search engine.

The third table identifies the most popular keywords for each search engine.



Activity by Search Engine

	Engines	Referrals	%
1.	google	39,793	52.50%
2.	microsoft network	17,896	23.61%
3.	yahoo	11,550	15.24%
4.	aol netfind	3,897	5.14%
5.	altavista	737	0.97%
6.	dogpile	369	0.49%
7.	overture	337	0.44%
8.	lycos	182	0.24%
9.	ask jeeves	162	0.21%
10.	iwon	154	0.20%
11.	look smart	151	0.20%
12.	ixquick	131	0.17%
13.	infospace	116	0.15%
14.	mamma	108	0.14%
15.	directhit	87	0.11%
16.	about.com	36	0.05%
17.	hotbot	18	0.02%

18.	excite	10	0.01%
19.	megaspider	10	0.01%
20.	evreka	9	0.01%
	Subtotal	75,753	99.94%
	Total	75,797	100.00%

Activity by Search Engines with Search Phrases Detail

Engines	Phrases	Referrals	%
1. google	glaucoma	5,681	7.50%
	cataract	2,494	3.29%
	eye	2,416	3.19%
	blepharitis	1,058	1.40%
	diabetic retinopathy	998	1.32%
	cataracts	809	1.07%
	macular degeneration	776	1.02%
	eye diagram	746	0.98%
	national eye institute	711	0.94%
	the eye	683	0.90%
	diagram of the eye	664	0.88%
	histoplasmosis	463	0.61%
	eye chart	452	0.60%
	cornea	436	0.58%
	eye health	411	0.54%
	eye anatomy	362	0.48%
	eye charts	328	0.43%
	retinopathy	324	0.43%
	lutein	299	0.39%
	eye photos	215	0.28%
2. microsoft network	macular degeneration	2,204	2.91%
	eye diseases	1,173	1.55%
	glacoma	692	0.91%
	cataracts	586	0.77%
	eye diagram	428	0.56%
	eye disease	410	0.54%
	diagram of the eye	406	0.54%
	histoplasmosis	395	0.52%
	blepharitis	382	0.50%
	eye problems	352	0.46%
	cataract	339	0.45%
	eye charts	322	0.42%
	national eye institute	309	0.41%

	glaucoma	307	0.41%
	diabetic retinopathy	290	0.38%
	amblyopia	145	0.19%
	retinal detachment	138	0.18%
	lazy eye	126	0.17%
	macular hole	105	0.14%
	diseases of the eye	100	0.13%
3. yahoo	glaucoma	1,475	1.95%
	cataract	737	0.97%
	eye	650	0.86%
	diabetic retinopathy	299	0.39%
	cataracts	286	0.38%
	histoplasmosis	242	0.32%
	national eye institute	224	0.30%
	macular degeneration	194	0.26%
	blepharitis	185	0.24%
	diagram of the eye	181	0.24%
	cornea	175	0.23%
	eye charts	173	0.23%
	eye diagram	166	0.22%
	eye chart	165	0.22%
	the eye	139	0.18%
	eye health	131	0.17%
	fax numbers	123	0.16%
	photos images	119	0.16%
	eye anatomy	106	0.14%
	lutein	96	0.13%
4. aol netfind	glaucoma	585	0.77%
	eye	293	0.39%
	blepharitis	134	0.18%
	cataract	121	0.16%
	macular degeneration	112	0.15%
	national eye institute	107	0.14%
	diabetic retinopathy	98	0.13%
	cornea	94	0.12%
	histoplasmosis	84	0.11%
	diagram of the eye	82	0.11%
	eye charts	78	0.10%
	retinopathy	74	0.10%
	cataracts	70	0.09%
	lutein	60	0.08%
	eye chart	49	0.06%

	the eye	47	0.06%
	eye diagram	46	0.06%
	fax numbers	45	0.06%
	eye disease	41	0.05%
	macular hole	40	0.05%
5. altavista	cataract	28	0.04%
	glaucoma	24	0.03%
	eye	20	0.03%
	cataratas	17	0.02%
	diagram of the eye	15	0.02%
	eye disease	14	0.02%
	cataracts	11	0.01%
	macular degeneration	10	0.01%
	diabetic retinopathy	8	0.01%
	degeneracion macular	8	0.01%
	cataract surgery	7	0.01%
	eye anatomy	7	0.01%
	national eye institute	7	0.01%
	histoplasmosis	7	0.01%
	eye diagram	6	0.01%
	nei	6	0.01%
	eye care	5	0.01%
	areds	4	0.01%
	eye disease photos	4	0.01%
	eye charts	3	0.00%
6. dogpile	diagram of the eye	17	0.02%
	diagram of human eye	14	0.02%
	glaucoma marijuana	14	0.02%
	eye diagram	14	0.02%
	glaucoma	11	0.01%
	national eye institute	8	0.01%
	diagram of the human eye	8	0.01%
	histoplasmosis	6	0.01%
	eye anatomy diagram	5	0.01%
	ophthalmology photos	5	0.01%
	cataracts	5	0.01%
	glaucoma and marijuana	5	0.01%
	macular eye hole	5	0.01%
	macular pucker	5	0.01%
	fax numbers	5	0.01%
	the eye	5	0.01%
	human eye	4	0.01%

	macular hole	4	0.01%
	human eye diagram	4	0.01%
	eye photos	4	0.01%
7. overture	glaucoma	62	0.08%
	histoplasmosis	28	0.04%
	macular degeneration	18	0.02%
	clinical trials	14	0.02%
	cataracts	10	0.01%
	eye charts	8	0.01%
	cateracts	7	0.01%
	www.nei.nih.gov	6	0.01%
	eye diagram	6	0.01%
	anatomy photos	4	0.01%
	eye	4	0.01%
	eye bleeding	4	0.01%
	national eye institute	3	0.00%
	eye problems	3	0.00%
	pink eye	1	0.00%
	glaucoma and marijuana	2	0.00%
	snellen visual acuity chart	2	0.00%
	microphthalmia	2	0.00%
	eye anatomy	2	0.00%
	retinal detachment	2	0.00%
8. lycos	glaucoma	10	0.01%
	cataract	10	0.01%
	eye	8	0.01%
	human eye	5	0.01%
	diagram of the eye	5	0.01%
	eye health	5	0.01%
	national eye institute	5	0.01%
	eye anatomy	3	0.00%
	ocular hypertension	3	0.00%
	nei	3	0.00%
	optic neuritis	3	0.00%
	retinal detachment	2	0.00%
	diagram of eye	2	0.00%
	the human eye	2	0.00%
	eye organizations	2	0.00%
	degeneración macular	2	0.00%
	eye diagram	2	0.00%
	retinopatía diabética	2	0.00%
	diabetic retinopathy	2	0.00%

9. ask jeeves	macular	2	0.00%
	the eye	9	0.01%
	glaucoma	8	0.01%
	eye	6	0.01%
	diseases of the eye	4	0.01%
	eye disease	3	0.00%
	glaucoma marijuana	3	0.00%
	eye disorders	3	0.00%
	information about the eye	3	0.00%
	what is glaucoma?	2	0.00%
	glaucoma information	2	0.00%
	what is glaucoma	2	0.00%
	glaucoma symptoms	2	0.00%
	what is the cause of glaucoma	2	0.00%
	ophthalmology	2	0.00%
	what is cataract?	2	0.00%
	pictures of people with diabetes	1	0.00%
	glaucoma treatment	1	0.00%
	cataract treatment	1	0.00%
	what is cataract	1	0.00%
	information about glaucoma	1	0.00%
10. iwon	nei.nih.gov	36	0.05%
	glaucoma	11	0.01%
	eye	11	0.01%
	cataract	7	0.01%
	national eye institute	5	0.01%
	macular degeneration	5	0.01%
	histoplasmosis	5	0.01%
	eye health	4	0.01%
	national diabetes month	4	0.01%
	vision problems	3	0.00%
	retinopathy	2	0.00%
	cornea	2	0.00%
	blepharitis	2	0.00%
	the eye	2	0.00%
	eye chart	2	0.00%
	cataracts	2	0.00%
	herpes in the eye	2	0.00%
	fax numbers	2	0.00%
	acetazolamide	1	0.00%
	photocoagulation	1	0.00%
11. look smart	cataracts	26	0.03%

	glacoma	11	0.01%
	cateracts	8	0.01%
	eye diseases	7	0.01%
	blepharitis	6	0.01%
	eye health	6	0.01%
	macular degeneration	5	0.01%
	cataract	5	0.01%
	glaucoma	4	0.01%
	eyes	4	0.01%
	eye problems	4	0.01%
	lazy eye	3	0.00%
	national eye institute	3	0.00%
	cornea transplant	2	0.00%
	cateract	2	0.00%
	eye disorders	2	0.00%
	macular hole	2	0.00%
	treatment of glaucoma	2	0.00%
	eye sight	2	0.00%
	normal eye pressure	2	0.00%
12. ixquick	the eye	8	0.01%
	diagram of the human eye	3	0.00%
	cataracts	3	0.00%
	eye	3	0.00%
	diagram of human eye	3	0.00%
	cataract	3	0.00%
	eye terms	3	0.00%
	eye diagram	3	0.00%
	blepharitis	3	0.00%
	amblyopia treatments	2	0.00%
	age-related macular degeneration	2	0.00%
	histoplasmosis	2	0.00%
	cataracts symptoms treatment	2	0.00%
	cataract symptoms	2	0.00%
	information on cataract	2	0.00%
	human eye photos	2	0.00%
	cornea transplants	2	0.00%
	eye anatomy	2	0.00%
	cataracts cause	2	0.00%
	eye glossary	2	0.00%
13. infospace	eye diagram	8	0.01%
	eye charts	7	0.01%
	human eye	5	0.01%

	diagram eye	5	0.01%
	cataracts	4	0.01%
	eye	3	0.00%
	the eye	3	0.00%
	information on cataract	1	0.00%
	cornea diseases	2	0.00%
	eye infection treatment	2	0.00%
	macular	2	0.00%
	treatment of glaucoma	2	0.00%
	glaucoma	2	0.00%
	macular wrinkle	2	0.00%
	macular pucker	2	0.00%
	information about glaucoma	2	0.00%
	eye problems	2	0.00%
	diagram of the eye	2	0.00%
	online eye exams	1	0.00%
	eye examinations	1	0.00%
14. mamma	eye diagram	6	0.01%
	eye cataracts	5	0.01%
	eye	5	0.01%
	cataracts	4	0.01%
	glaucoma	4	0.01%
	information on cataract	4	0.01%
	the eye	3	0.00%
	eyes	3	0.00%
	glaucoma information	3	0.00%
	eye diseases	3	0.00%
	cornea structure	2	0.00%
	age related macular degeneration	2	0.00%
	cataract	2	0.00%
	what is cataract?	2	0.00%
	glaucoma symptoms	2	0.00%
	information on glaucoma	2	0.00%
	diagram of human eye	2	0.00%
	eye problems	2	0.00%
	nei	1	0.00%
	eye disorders	1	0.00%
15. directhit	eye	42	0.06%
	eyes	5	0.01%
	eye problems	3	0.00%
	glaucoma	2	0.00%
	eye surgery	2	0.00%

	ophthalmology	2	0.00%
	free 300 dpi photos	2	0.00%
	the eye	2	0.00%
	eye exam results	2	0.00%
	eye disorders	1	0.00%
	common eye problems	1	0.00%
	eye health	1	0.00%
	vision problems	1	0.00%
	retinopathy and diabetes	1	0.00%
	eye institutes	1	0.00%
	eye chart	1	0.00%
	cataract	1	0.00%
16. about.com	neovascular glaucoma	2	0.00%
	diagram of the human eye	2	0.00%
	eye sight	2	0.00%
	cataract	2	0.00%
	information on the eye	1	0.00%
	eye problems	1	0.00%
	eyes	1	0.00%
	eye	1	0.00%
	eye health	1	0.00%
	cataracts	1	0.00%
	ocular hypertension	1	0.00%
	diabetes eyes	1	0.00%
	herpes in the eye	1	0.00%
17. hotbot	cataract	6	0.01%
	cornea	2	0.00%
	macular hole surgery	2	0.00%
18. excite	randomized trial	1	0.00%
	lllllll	1	0.00%
19. megaspider	diagram of the human eye	2	0.00%
	eye cataract	2	0.00%
	glaucoma	2	0.00%
20. evreka	eye	5	0.01%
	national diabetes month	2	0.00%
	cataract	1	0.00%
	quick time download	1	0.00%

Activity by Search Engines with Keywords Detail

Engines	Keywords	Referrals	%
1. google	eye	11,017	14.53%
	glaucoma	6,762	8.92%
	cataract	3,071	4.05%
	of	2,381	3.14%
	the	2,289	3.02%
	diagram	1,942	2.56%
	macular	1,901	2.51%
	retinopathy	1,699	2.24%
	diabetic	1,479	1.95%
	degeneration	1,392	1.84%
	vision	1,185	1.56%
	blepharitis	1,150	1.52%
	national	979	1.29%
	institute	974	1.29%
	cataracts	945	1.25%
	treatment	725	0.96%
	health	704	0.93%
	de	691	0.91%
	disease	640	0.84%
	cornea	620	0.82%
2. microsoft network	eye	6,567	8.66%
	macular	3,108	4.10%
	degeneration	2,867	3.78%
	of	1,503	1.98%
	diseases	1,443	1.90%
	diagram	1,239	1.63%
	the	1,083	1.43%
	glaucoma	799	1.05%
	glacoma	764	1.01%
	disease	722	0.95%
	cataracts	667	0.88%
	diabetic	544	0.72%
	cataract	521	0.69%
	problems	515	0.68%
	institute	492	0.65%
	national	464	0.61%
	retinopathy	456	0.60%
	histoplasmosis	452	0.60%
	vision	414	0.55%

3. yahoo	blepharitis	408	0.54%
	eye	3,357	4.43%
	glaucoma	1,701	2.24%
	cataract	858	1.13%
	of	726	0.96%
	the	591	0.78%
	diagram	493	0.65%
	retinopathy	471	0.62%
	macular	466	0.61%
	diabetic	419	0.55%
	cataracts	353	0.47%
	degeneration	346	0.46%
	institute	332	0.44%
	national	296	0.39%
	photos	288	0.38%
	histoplasmosis	283	0.37%
	vision	276	0.36%
	cornea	242	0.32%
	health	239	0.32%
	in	212	0.28%
	disease	206	0.27%
4. aol netfind	eye	1,256	1.66%
	glaucoma	647	0.85%
	macular	249	0.33%
	of	231	0.30%
	the	224	0.30%
	retinopathy	189	0.25%
	degeneration	167	0.22%
	diagram	162	0.21%
	cataract	154	0.20%
	diabetic	144	0.19%
	blepharitis	141	0.19%
	institute	139	0.18%
	national	131	0.17%
	cornea	113	0.15%
	disease	107	0.14%
	vision	97	0.13%
	histoplasmosis	92	0.12%
	cataracts	87	0.11%
	for	86	0.11%
	charts	86	0.11%
5. altavista	eye	164	0.22%

	glaucoma	84	0.11%
	cataract	60	0.08%
	macular	58	0.08%
	of	45	0.06%
	cataratas	44	0.06%
	de	41	0.05%
	ojo	37	0.05%
	degeneration	34	0.04%
	disease	34	0.04%
	la	30	0.04%
	vision	30	0.04%
	the	29	0.04%
	diabetic	28	0.04%
	diagram	24	0.03%
	del	24	0.03%
	retinopathy	23	0.03%
	institute	21	0.03%
	cataracts	21	0.03%
	national	19	0.03%
6. dogpile	eye	184	0.24%
	diagram	69	0.09%
	of	66	0.09%
	the	50	0.07%
	glaucoma	47	0.06%
	human	38	0.05%
	macular	32	0.04%
	information	23	0.03%
	marijuana	21	0.03%
	degeneration	16	0.02%
	institute	15	0.02%
	photos	13	0.02%
	on	13	0.02%
	national	13	0.02%
	cataract	12	0.02%
	in	11	0.01%
	hole	10	0.01%
	cataracts	8	0.01%
	histoplasmosis	8	0.01%
	anatomy	8	0.01%
7. overture	eye	97	0.13%
	glaucoma	73	0.10%
	macular	34	0.04%

	histoplasmosis	30	0.04%
	degeneration	26	0.03%
	the	18	0.02%
	trials	16	0.02%
	clinical	16	0.02%
	of	13	0.02%
	diagram	12	0.02%
	for	12	0.02%
	health	11	0.01%
	cataracts	10	0.01%
	diabetic	8	0.01%
	charts	8	0.01%
	vision	7	0.01%
	cataract	7	0.01%
	cateracts	7	0.01%
	behind	7	0.01%
	anatomy	6	0.01%
8. lycos	eye	57	0.08%
	of	17	0.02%
	glaucoma	14	0.02%
	the	13	0.02%
	health	10	0.01%
	cataract	10	0.01%
	low	10	0.01%
	diagram	9	0.01%
	vision	8	0.01%
	national	8	0.01%
	macular	8	0.01%
	human	8	0.01%
	institute	6	0.01%
	cornea	6	0.01%
	clinical	6	0.01%
	disease	6	0.01%
	diabetic	5	0.01%
	education	4	0.01%
	retina	4	0.01%
	trials	4	0.01%
9. ask jeeves	eye	54	0.07%
	the	32	0.04%
	glaucoma	29	0.04%
	information	28	0.04%
	can	27	0.04%

	what	24	0.03%
	where	23	0.03%
	cataracts	23	0.03%
	find	23	0.03%
	on	21	0.03%
	of	19	0.03%
	is	17	0.02%
	how	14	0.02%
	diseases	9	0.01%
	macular	7	0.01%
	about	7	0.01%
	do	6	0.01%
	cause	6	0.01%
	symptoms	6	0.01%
	in	5	0.01%
10. iwon	eye	38	0.05%
	nei.nih.gov	36	0.05%
	glaucoma	14	0.02%
	national	9	0.01%
	cataract	8	0.01%
	macular	7	0.01%
	degeneration	6	0.01%
	in	5	0.01%
	histoplasmosis	5	0.01%
	diabetes	5	0.01%
	institute	5	0.01%
	problems	4	0.01%
	the	4	0.01%
	vision	4	0.01%
	month	4	0.01%
	health	4	0.01%
	for	3	0.00%
	chart	3	0.00%
	numbers	3	0.00%
	herpes	2	0.00%
11. look smart	eye	53	0.07%
	cataracts	27	0.04%
	glacoma	11	0.01%
	macular	9	0.01%
	diseases	9	0.01%
	cateracts	8	0.01%
	health	8	0.01%

	degeneration	7	0.01%
	glaucoma	7	0.01%
	blepharitis	6	0.01%
	of	6	0.01%
	cataract	6	0.01%
	cornea	4	0.01%
	eyes	4	0.01%
	problems	4	0.01%
	disorders	3	0.00%
	the	3	0.00%
	pressure	3	0.00%
	lazy	3	0.00%
	pictures	3	0.00%
12. ixquick	eye	52	0.07%
	of	16	0.02%
	the	15	0.02%
	cataracts	13	0.02%
	macular	11	0.01%
	human	10	0.01%
	cataract	9	0.01%
	diagram	9	0.01%
	symptoms	8	0.01%
	pictures	6	0.01%
	glaucoma	5	0.01%
	cause	5	0.01%
	information	5	0.01%
	with	4	0.01%
	eyes	4	0.01%
	degeneration	4	0.01%
	diabetes	4	0.01%
	age-related	4	0.01%
	pressure	4	0.01%
	blepharitis	3	0.00%
13. infospace	eye	67	0.09%
	diagram	17	0.02%
	macular	15	0.02%
	glaucoma	13	0.02%
	the	12	0.02%
	of	11	0.01%
	information	8	0.01%
	degeneration	7	0.01%
	charts	7	0.01%

	human	6	0.01%
	treatment	6	0.01%
	diseases	6	0.01%
	cornea	5	0.01%
	cataract	4	0.01%
	surgery	4	0.01%
	on	4	0.01%
	diagnosis	4	0.01%
	cataracts	4	0.01%
	diabetic	4	0.01%
	new	4	0.01%
14. mamma	eye	49	0.06%
	glaucoma	28	0.04%
	cataract	13	0.02%
	images	11	0.01%
	cataracts	11	0.01%
	information	9	0.01%
	diagram	9	0.01%
	anatomy	7	0.01%
	after	6	0.01%
	on	6	0.01%
	diseases	5	0.01%
	the	5	0.01%
	laser	5	0.01%
	problems	4	0.01%
	vision	4	0.01%
	surgery	4	0.01%
	for	4	0.01%
	of	3	0.00%
	effects	3	0.00%
	is	3	0.00%
15. directhit	eye	67	0.09%
	the	7	0.01%
	eyes	6	0.01%
	of	6	0.01%
	problems	5	0.01%
	exam	4	0.01%
	photos	3	0.00%
	glaucoma	2	0.00%
	ophthalmology	2	0.00%
	surgery	2	0.00%
	300	2	0.00%

	free	2	0.00%
	dpi	2	0.00%
	results	2	0.00%
	degeneration	1	0.00%
	u.k.	1	0.00%
	as	1	0.00%
	cones	2	0.00%
	infections	1	0.00%
	common	1	0.00%
16. about.com	eye	16	0.02%
	of	7	0.01%
	the	6	0.01%
	glaucoma	6	0.01%
	pictures	4	0.01%
	to	3	0.00%
	know	2	0.00%
	lesson	2	0.00%
	health	2	0.00%
	terms	2	0.00%
	diagram	2	0.00%
	cataract	2	0.00%
	human	2	0.00%
	eyes	2	0.00%
	plans	2	0.00%
	disorder	2	0.00%
	zinc	2	0.00%
	neovascular	2	0.00%
	sight	2	0.00%
	about	2	0.00%
17. hotbot	cataract	6	0.01%
	causes	5	0.01%
	macular	4	0.01%
	detachment	3	0.00%
	retinal	3	0.00%
	cornea	2	0.00%
	on	2	0.00%
	job	2	0.00%
	opportunities	2	0.00%
	degeneration	2	0.00%
	surgery	2	0.00%
	training	2	0.00%
	the	2	0.00%

	hole	2	0.00%
	stages	1	0.00%
	of	1	0.00%
	loss	1	0.00%
	five	1	0.00%
18. excite	trial	1	0.00%
	growth	1	0.00%
	subcapsular	1	0.00%
	factor	1	0.00%
	posterior	1	0.00%
	randomized	1	0.00%
	photo	1	0.00%
	slit	1	0.00%
	symposium	1	0.00%
	cataract	1	0.00%
	lllllll	1	0.00%
19. megaspider	eye	4	0.01%
	human	2	0.00%
	glaucoma	2	0.00%
	'cataracts'	2	0.00%
	diagram	2	0.00%
	of	2	0.00%
	the	2	0.00%
	cataract	2	0.00%
	xalatan	2	0.00%
20. evreka	eye	5	0.01%
	national	2	0.00%
	diabetes	2	0.00%
	month	2	0.00%
	download	1	0.00%
	time	1	0.00%
	cataract	1	0.00%
	quick	1	0.00%

Activity by Search Engine – Help Card

? Top Search Engines Table

Engines – Specific search engine being analyzed.

Referrers – Number of visitors referred to your site from the specified search engine.

% – Percentage of visitors referred from search engines who were referred by the search engine specified.

Top Search Engines with Search Phrases Detail Table

Engines – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Phrases – The search phrases being analyzed in conjunction with the search engine in the adjacent column. A search phrase is the entire search string entered by a visitor, which can include one or more individual keywords.

Referrers – Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and phrase.

Top Search Engines with Keywords Detail Table

Engines – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Keywords – The search keywords being analyzed in conjunction with the search engine in the adjacent column.

Referrals – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and keyword.



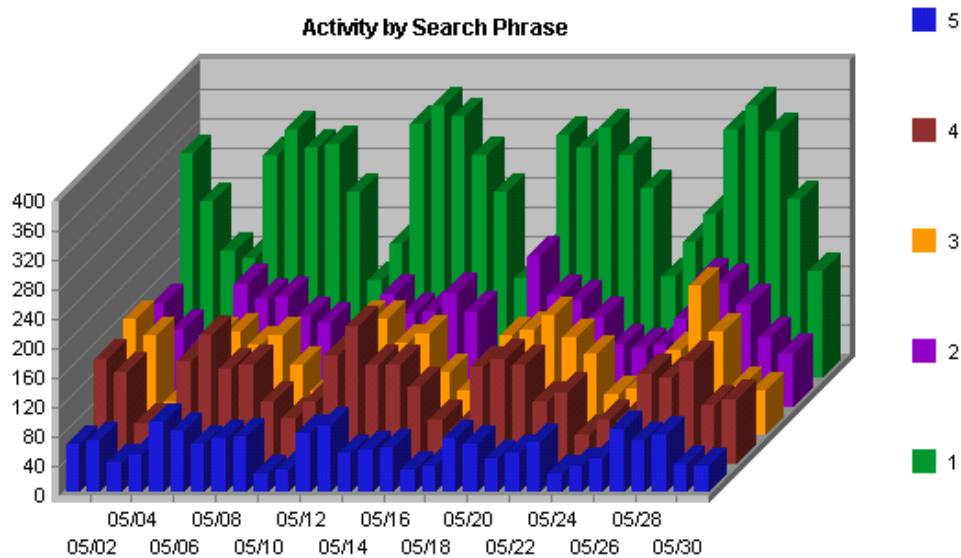
—
This information can give you an idea how your meta tags are performing with each search engine.

Activity by Search Phrase

The threshold set for this section in the wtm_wtx.ini file was reached. Results shown in tables and graphs do not reflect the entire contents of the log file(s).

The first table identifies search phrases that led the most visitors to your site, regardless of the search engine they used.

The second table identifies, for each phrase, which search engines led visitors to the site.



Activity by Search Phrase

	Phrases	Referrals	%
1.	glaucoma	8,194	14.33%
2.	cataract	3,763	6.58%
3.	eye	3,488	6.10%
4.	macular degeneration	3,328	5.82%
5.	cataracts	1,819	3.18%
6.	blepharitis	1,775	3.10%
7.	diabetic retinopathy	1,697	2.97%
8.	eye diagram	1,432	2.50%
9.	national eye institute	1,384	2.42%
10.	diagram of the eye	1,375	2.40%
11.	histoplasmosis	1,237	2.16%
12.	eye diseases	1,203	2.10%
13.	eye charts	921	1.61%
14.	the eye	903	1.58%
15.	cornea	810	1.42%
16.	glacoma	703	1.23%
17.	eye chart	690	1.21%

18.	eye health	617	1.08%
19.	eye disease	613	1.07%
20.	retinopathy	570	1.00%
	Subtotal	36,522	63.87%
	Total	57,185	100.00%

Activity by Search Phrase with Engines Detail

Phrases	Engines	Referrals	%
1. glaucoma	google	5,681	9.93%
	yahoo	1,475	2.58%
	aol netfind	585	1.02%
	microsoft network	307	0.54%
	overture	62	0.11%
	altavista	24	0.04%
	dogpile	11	0.02%
	iwon	11	0.02%
	lycos	10	0.02%
	ask jeeves	8	0.01%
	mamma	4	0.01%
	look smart	4	0.01%
	ixquick	2	0.00%
	picsearch	2	0.00%
	megaspider	2	0.00%
	directhit	2	0.00%
	infospace	2	0.00%
	vivisimo	2	0.00%
2. cataract	google	2,494	4.36%
	yahoo	737	1.29%
	microsoft network	339	0.59%
	aol netfind	121	0.21%
	altavista	28	0.05%
	lycos	10	0.02%
	iwon	7	0.01%
	hotbot	6	0.01%
	look smart	5	0.01%
	ixquick	3	0.01%
	dogpile	3	0.01%
	mamma	2	0.00%
	overture	2	0.00%
	about.com	2	0.00%
	walla.il	1	0.00%

	directhit	1	0.00%
	evreka	1	0.00%
	vivisimo	1	0.00%
3. eye	google	2,416	4.22%
	yahoo	650	1.14%
	aol netfind	293	0.51%
	directhit	42	0.07%
	altavista	20	0.03%
	microsoft network	14	0.02%
	iwon	11	0.02%
	lycos	8	0.01%
	ask jeeves	6	0.01%
	evreka	5	0.01%
	mamma	5	0.01%
	overture	4	0.01%
	dogpile	3	0.01%
	ixquick	3	0.01%
	infospace	3	0.01%
	look smart	2	0.00%
	all the web	1	0.00%
	about.com	1	0.00%
	fresh eye	1	0.00%
4. macular degeneration	microsoft network	2,204	3.85%
	google	776	1.36%
	yahoo	194	0.34%
	aol netfind	112	0.20%
	overture	18	0.03%
	altavista	10	0.02%
	look smart	5	0.01%
	iwon	5	0.01%
	lycos	2	0.00%
	dogpile	2	0.00%
5. cataracts	google	809	1.41%
	microsoft network	586	1.02%
	yahoo	286	0.50%
	aol netfind	70	0.12%
	look smart	26	0.05%
	altavista	11	0.02%
	overture	10	0.02%
	dogpile	5	0.01%
	infospace	4	0.01%
	mamma	4	0.01%

	ixquick	3	0.01%
	iwon	2	0.00%
	about.com	1	0.00%
	ask jeeves	1	0.00%
	vivisimo	1	0.00%
6. blepharitis	google	1,058	1.85%
	microsoft network	382	0.67%
	yahoo	185	0.32%
	aol netfind	134	0.23%
	look smart	6	0.01%
	ixquick	3	0.01%
	dogpile	3	0.01%
	iwon	2	0.00%
	ask jeeves	1	0.00%
	altavista	1	0.00%
7. diabetic retinopathy	google	998	1.75%
	yahoo	299	0.52%
	microsoft network	290	0.51%
	aol netfind	98	0.17%
	altavista	8	0.01%
	lycos	2	0.00%
	look smart	1	0.00%
	dogpile	1	0.00%
8. eye diagram	google	746	1.30%
	microsoft network	428	0.75%
	yahoo	166	0.29%
	aol netfind	46	0.08%
	dogpile	14	0.02%
	infospace	8	0.01%
	altavista	6	0.01%
	overture	6	0.01%
	mamma	6	0.01%
	ixquick	3	0.01%
	lycos	2	0.00%
	iwon	1	0.00%
9. national eye institute	google	711	1.24%
	microsoft network	309	0.54%
	yahoo	224	0.39%
	aol netfind	107	0.19%
	dogpile	8	0.01%
	altavista	7	0.01%
	lycos	5	0.01%

	iwon	5	0.01%
	overture	3	0.01%
	look smart	3	0.01%
	all the web	1	0.00%
	ixquick	1	0.00%
10. diagram of the eye	google	664	1.16%
	microsoft network	406	0.71%
	yahoo	181	0.32%
	aol netfind	82	0.14%
	dogpile	17	0.03%
	altavista	15	0.03%
	lycos	5	0.01%
	infospace	2	0.00%
	overture	2	0.00%
	mamma	1	0.00%
11. histoplasmosis	google	463	0.81%
	microsoft network	395	0.69%
	yahoo	242	0.42%
	aol netfind	84	0.15%
	overture	28	0.05%
	altavista	7	0.01%
	dogpile	6	0.01%
	iwon	5	0.01%
	goto	4	0.01%
	ixquick	2	0.00%
	look smart	1	0.00%
12. eye diseases	microsoft network	1,173	2.05%
	yahoo	9	0.02%
	look smart	7	0.01%
	google	5	0.01%
	aol netfind	3	0.01%
	mamma	3	0.01%
	netscape	2	0.00%
	altavista	1	0.00%
13. eye charts	google	328	0.57%
	microsoft network	322	0.56%
	yahoo	173	0.30%
	aol netfind	78	0.14%
	overture	8	0.01%
	infospace	7	0.01%
	altavista	3	0.01%
	dogpile	2	0.00%

14. the eye	google	683	1.19%
	yahoo	139	0.24%
	aol netfind	47	0.08%
	ask jeeves	9	0.02%
	ixquick	8	0.01%
	dogpile	5	0.01%
	mamma	3	0.01%
	infospace	3	0.01%
	directhit	2	0.00%
	iwon	2	0.00%
	goto	1	0.00%
	altavista	1	0.00%
15. cornea	google	436	0.76%
	yahoo	175	0.31%
	microsoft network	94	0.16%
	aol netfind	94	0.16%
	altavista	2	0.00%
	dogpile	2	0.00%
	iwon	2	0.00%
	hotbot	2	0.00%
	ixquick	1	0.00%
	lycos	1	0.00%
	look smart	1	0.00%
16. glaucoma	microsoft network	692	1.21%
	look smart	11	0.02%
17. eye chart	google	452	0.79%
	yahoo	165	0.29%
	aol netfind	49	0.09%
	microsoft network	16	0.03%
	iwon	2	0.00%
	dogpile	2	0.00%
	overture	2	0.00%
	lycos	1	0.00%
	directhit	1	0.00%
18. eye health	google	411	0.72%
	yahoo	131	0.23%
	aol netfind	34	0.06%
	microsoft network	19	0.03%
	look smart	6	0.01%
	lycos	5	0.01%
	iwon	4	0.01%
	overture	2	0.00%

	altavista	1	0.00%
	about.com	1	0.00%
	ixquick	1	0.00%
	directhit	1	0.00%
	dogpile	1	0.00%
19. eye disease	microsoft network	410	0.72%
	google	105	0.18%
	aol netfind	41	0.07%
	yahoo	38	0.07%
	altavista	14	0.02%
	ask jeeves	3	0.01%
	look smart	1	0.00%
	dogpile	1	0.00%
20. retinopathy	google	324	0.57%
	microsoft network	83	0.15%
	yahoo	82	0.14%
	aol netfind	74	0.13%
	iwon	2	0.00%
	ixquick	1	0.00%
	altavista	1	0.00%
	look smart	1	0.00%
	infospace	1	0.00%
	dogpile	1	0.00%

Activity by Search Phrase – Help Card

? Top Search Phrases Table

Phrases – The specific search phrases being analyzed. A search phrase is the entire search string entered by a visitor. It can include one or more keywords.

Referrals – Number of visitors referred to your site who used the specified search phrase, regardless of the search engine they used.

% – Percentage of referred visitors who used the specified search phrase.

Top Search Phrases with Engines Detail Table

Engines – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Phrase – A search phrase is the entire search string entered by a visitor. It can include one or more keywords.

Referrals – Number of visitors referred to your site from the specified search engine who

used the specified phrase in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and phrase.



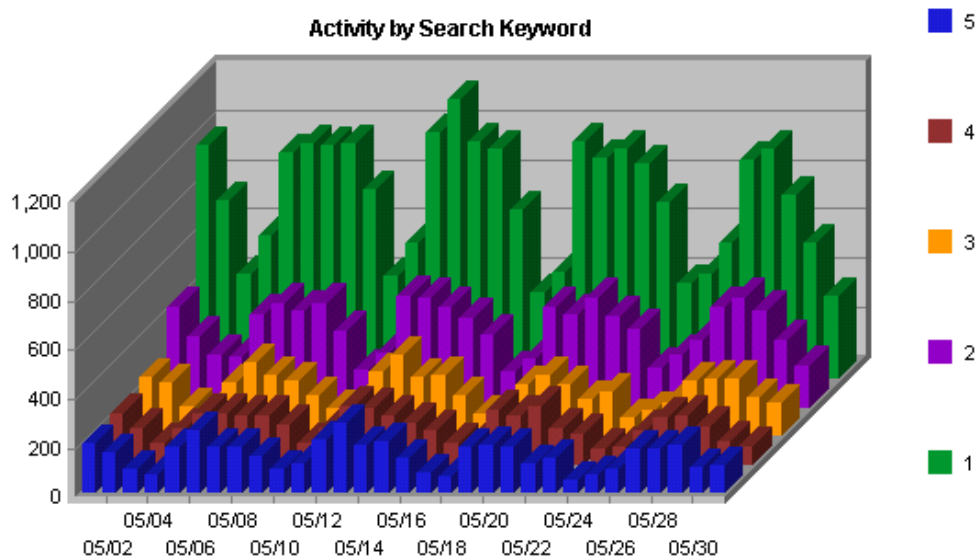
How are people getting to your site? Use these tables to find out if your visitors are using the search phrases you expect. Do you need to use different keywords in page titles to make it easier for people to find your site with search engines?

Activity by Search Keyword

The threshold set for this section in the wtm_wtx.ini file was reached. Results shown in tables and graphs do not reflect the entire contents of the log file(s).

The first table identifies keywords that led the most visitors to the site (regardless of the search engine).

The second table identifies, for each keyword, which search engines led visitors to the site.



Activity by Search Keyword

	Keywords	Referrals	%
1.	eye	23,117	14.12%
2.	glaucoma	10,237	6.25%
3.	macular	5,912	3.61%
4.	of	5,063	3.09%
5.	degeneration	4,885	2.98%
6.	cataract	4,754	2.90%
7.	the	4,386	2.68%
8.	diagram	3,994	2.44%
9.	retinopathy	2,860	1.75%
10.	diabetic	2,642	1.61%
11.	cataracts	2,173	1.33%
12.	vision	2,037	1.24%
13.	institute	1,995	1.22%
14.	national	1,932	1.18%
15.	blepharitis	1,922	1.17%
16.	disease	1,739	1.06%
17.	diseases	1,698	1.04%

18.	histoplasmosis	1,433	0.87%
19.	cornea	1,259	0.77%
20.	health	1,230	0.75%
	Subtotal	85,268	52.06%
	Total	163,774	100.00%

Activity by Search Keyword with Engines Detail

Keywords	Engines	Referrals	%
1. eye	google	11,017	6.73%
	microsoft network	6,567	4.01%
	yahoo	3,357	2.05%
	aol netfind	1,256	0.77%
	dogpile	184	0.11%
	altavista	164	0.10%
	overture	97	0.06%
	directhit	67	0.04%
	infospace	67	0.04%
	lycos	57	0.03%
	ask jeeves	54	0.03%
	look smart	53	0.03%
	ixquick	52	0.03%
	mamma	49	0.03%
	iwon	38	0.02%
	about.com	16	0.01%
	evreka	5	0.00%
	all the web	4	0.00%
	megaspider	4	0.00%
	goto	3	0.00%
2. glaucoma	google	6,762	4.13%
	yahoo	1,701	1.04%
	microsoft network	799	0.49%
	aol netfind	647	0.40%
	altavista	84	0.05%
	overture	73	0.04%
	dogpile	47	0.03%
	ask jeeves	29	0.02%
	mamma	28	0.02%
	lycos	14	0.01%
	iwon	14	0.01%
	infospace	13	0.01%
	look smart	7	0.00%

	about.com	6	0.00%
	ixquick	5	0.00%
	directhit	2	0.00%
	megaspider	2	0.00%
	vivisimo	2	0.00%
	picsearch	2	0.00%
3. macular	microsoft network	3,108	1.90%
	google	1,901	1.16%
	yahoo	466	0.28%
	aol netfind	249	0.15%
	altavista	58	0.04%
	overture	34	0.02%
	dogpile	32	0.02%
	infospace	15	0.01%
	ixquick	11	0.01%
	look smart	9	0.01%
	lycos	8	0.00%
	ask jeeves	7	0.00%
	iwon	7	0.00%
	hotbot	4	0.00%
	mamma	2	0.00%
	directhit	1	0.00%
4. of	google	2,381	1.45%
	microsoft network	1,503	0.92%
	yahoo	726	0.44%
	aol netfind	231	0.14%
	dogpile	66	0.04%
	altavista	45	0.03%
	ask jeeves	19	0.01%
	lycos	17	0.01%
	ixquick	16	0.01%
	overture	13	0.01%
	infospace	11	0.01%
	lawcrawler	9	0.01%
	about.com	7	0.00%
	directhit	6	0.00%
	look smart	6	0.00%
	mamma	3	0.00%
	megaspider	2	0.00%
	iwon	1	0.00%
	hotbot	1	0.00%
5. degeneration	microsoft network	2,867	1.75%

	google	1,392	0.85%
	yahoo	346	0.21%
	aol netfind	167	0.10%
	altavista	34	0.02%
	overture	26	0.02%
	dogpile	16	0.01%
	infospace	7	0.00%
	look smart	7	0.00%
	iwon	6	0.00%
	ask jeeves	5	0.00%
	ixquick	4	0.00%
	lycos	3	0.00%
	mamma	2	0.00%
	hotbot	2	0.00%
	directhit	1	0.00%
6. cataract	google	3,071	1.88%
	yahoo	858	0.52%
	microsoft network	521	0.32%
	aol netfind	154	0.09%
	altavista	60	0.04%
	mamma	13	0.01%
	dogpile	12	0.01%
	lycos	10	0.01%
	ixquick	9	0.01%
	iwon	8	0.00%
	overture	7	0.00%
	hotbot	6	0.00%
	look smart	6	0.00%
	ask jeeves	5	0.00%
	infospace	4	0.00%
	about.com	2	0.00%
	megaspider	2	0.00%
	vivisimo	2	0.00%
	excite	1	0.00%
	evreka	1	0.00%
7. the	google	2,289	1.40%
	microsoft network	1,083	0.66%
	yahoo	591	0.36%
	aol netfind	224	0.14%
	dogpile	50	0.03%
	ask jeeves	32	0.02%
	altavista	29	0.02%

	overture	18	0.01%
	ixquick	15	0.01%
	lycos	13	0.01%
	infospace	12	0.01%
	directhit	7	0.00%
	about.com	6	0.00%
	mamma	5	0.00%
	iwon	4	0.00%
	look smart	3	0.00%
	hotbot	2	0.00%
	megaspider	2	0.00%
	goto	1	0.00%
8. diagram	google	1,942	1.19%
	microsoft network	1,239	0.76%
	yahoo	493	0.30%
	aol netfind	162	0.10%
	dogpile	69	0.04%
	altavista	24	0.01%
	infospace	17	0.01%
	overture	12	0.01%
	lycos	9	0.01%
	ixquick	9	0.01%
	mamma	9	0.01%
	ask jeeves	4	0.00%
	megaspider	2	0.00%
	about.com	2	0.00%
	iwon	1	0.00%
9. retinopathy	google	1,699	1.04%
	yahoo	471	0.29%
	microsoft network	456	0.28%
	aol netfind	189	0.12%
	altavista	23	0.01%
	dogpile	4	0.00%
	lawcrawler	3	0.00%
	ixquick	3	0.00%
	lycos	2	0.00%
	iwon	2	0.00%
	look smart	2	0.00%
	web.de	2	0.00%
	mamma	1	0.00%
	directhit	1	0.00%
	infospace	1	0.00%

10. diabetic	ask jeeves	1	0.00%
	google	1,479	0.90%
	microsoft network	544	0.33%
	yahoo	419	0.26%
	aol netfind	144	0.09%
	altavista	28	0.02%
	overture	8	0.00%
	lycos	5	0.00%
	infospace	4	0.00%
	look smart	3	0.00%
	ask jeeves	2	0.00%
	ixquick	2	0.00%
	dogpile	2	0.00%
	mamma	1	0.00%
	iwon	1	0.00%
11. cataracts	google	945	0.58%
	microsoft network	667	0.41%
	yahoo	353	0.22%
	aol netfind	87	0.05%
	look smart	27	0.02%
	ask jeeves	23	0.01%
	altavista	21	0.01%
	ixquick	13	0.01%
	mamma	11	0.01%
	overture	10	0.01%
	dogpile	8	0.00%
	infospace	4	0.00%
	iwon	2	0.00%
	about.com	1	0.00%
	vivisimo	1	0.00%
12. vision	google	1,185	0.72%
	microsoft network	414	0.25%
	yahoo	276	0.17%
	aol netfind	97	0.06%
	altavista	30	0.02%
	lycos	8	0.00%
	overture	7	0.00%
	mamma	4	0.00%
	iwon	4	0.00%
	ask jeeves	3	0.00%
	look smart	2	0.00%
	dogpile	2	0.00%

	ixquick	2	0.00%
	about.com	2	0.00%
	directhit	1	0.00%
13. institute	google	974	0.59%
	microsoft network	492	0.30%
	yahoo	332	0.20%
	aol netfind	139	0.08%
	altavista	21	0.01%
	dogpile	15	0.01%
	lycos	6	0.00%
	iwon	5	0.00%
	overture	4	0.00%
	look smart	3	0.00%
	vivisimo	1	0.00%
	ask jeeves	1	0.00%
	all the web	1	0.00%
	ixquick	1	0.00%
14. national	google	979	0.60%
	microsoft network	464	0.28%
	yahoo	296	0.18%
	aol netfind	131	0.08%
	altavista	19	0.01%
	dogpile	13	0.01%
	iwon	9	0.01%
	lycos	8	0.00%
	overture	4	0.00%
	look smart	3	0.00%
	evreka	2	0.00%
	vivisimo	1	0.00%
	ask jeeves	1	0.00%
	all the web	1	0.00%
	ixquick	1	0.00%
15. blepharitis	google	1,150	0.70%
	microsoft network	408	0.25%
	yahoo	203	0.12%
	aol netfind	141	0.09%
	look smart	6	0.00%
	dogpile	5	0.00%
	ixquick	3	0.00%
	altavista	3	0.00%
	iwon	2	0.00%
	ask jeeves	1	0.00%

16. disease	microsoft network	722	0.44%
	google	640	0.39%
	yahoo	206	0.13%
	aol netfind	107	0.07%
	altavista	34	0.02%
	dogpile	7	0.00%
	lycos	6	0.00%
	ask jeeves	4	0.00%
	overture	4	0.00%
	infospace	3	0.00%
	ixquick	3	0.00%
	look smart	2	0.00%
	about.com	1	0.00%
17. diseases	microsoft network	1,443	0.88%
	google	129	0.08%
	yahoo	65	0.04%
	aol netfind	22	0.01%
	look smart	9	0.01%
	ask jeeves	9	0.01%
	altavista	6	0.00%
	infospace	6	0.00%
	mamma	5	0.00%
	iwon	2	0.00%
	netscape	2	0.00%
18. histoplasmosis	google	544	0.33%
	microsoft network	452	0.28%
	yahoo	283	0.17%
	aol netfind	92	0.06%
	overture	30	0.02%
	altavista	11	0.01%
	dogpile	8	0.00%
	iwon	5	0.00%
	goto	4	0.00%
	ixquick	2	0.00%
	look smart	1	0.00%
	infospace	1	0.00%
19. cornea	google	620	0.38%
	yahoo	242	0.15%
	microsoft network	240	0.15%
	aol netfind	113	0.07%
	altavista	18	0.01%
	lycos	6	0.00%

	infospace	5	0.00%
	look smart	4	0.00%
	ixquick	3	0.00%
	mamma	2	0.00%
	hotbot	2	0.00%
	iwon	2	0.00%
	dogpile	2	0.00%
20. health	google	704	0.43%
	yahoo	239	0.15%
	microsoft network	184	0.11%
	aol netfind	60	0.04%
	overture	11	0.01%
	lycos	10	0.01%
	look smart	8	0.00%
	iwon	4	0.00%
	altavista	3	0.00%
	ixquick	2	0.00%
	about.com	2	0.00%
	ask jeeves	1	0.00%
	directhit	1	0.00%
	dogpile	1	0.00%

Activity by Search Keyword – Help Card

? Top Search Keywords Table

Keywords – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

Referrers – Number of visitors referred to your site with the specified keywords.

% – Percentage of visitors referred from search engines who used the specified search engine and keyword.

Top Search Keywords Table with Engines Detail Table

Engines – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Keywords – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

Referrals – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

% Percentage of visitors referred from search engines who used the specified search engine and keyword.



At the most basic level, this section tells you which search engines are being used most frequently to find your site. You also may find that some search engines are referring visitors to your site with the keywords you expect and that other search engines are not.

Ads Served Dashboard


This displays key graphs and tables that provide an overview of the Ads Served chapter. Click on the title of a graph or table to navigate to the corresponding page.

Ad Views


This report shows how often specific ads were viewed by visitors.

No data for this section in the log data analyzed.


Ad Views – Help Card




Ad Title – Name of the ad being analyzed.




Ad View Visits – Number of visits by visitors who saw the specified ad. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator. A visitor may see an ad more than once during a visit, but the ad will only be counted once in this table and graph. Contrast this page with the Ad Views page.



Ad Views – Number of times the specified ad was displayed on a page viewed by a visitor.



% – Percentage of visitors who saw the specified ad.



Use this information to sell ad space and bill clients.

Ad Clicks

This report shows how often specific ads were viewed by visitors.

No data for this section in the log data analyzed.

Ad Clicks – Help Card



Ad Title – Name of the ad being analyzed.

Ad Click Visits – Number of visits to your site that resulted in the specified ad being clicked on. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Ad Clicks – Number of times the ad was clicked on by a visitor.

% – Percentage of times the specified ad was clicked on compared with all ads that were clicked on.



You can track the ongoing effectiveness of specific ads and patterns of potential customers throughout a given period. This can be used to help summarize the click-through rate during a marketing campaign.

Ads Served Click Through Rate

This report shows you the effectiveness of the ads on your web site.

No data for this section in the log data analyzed.

Ads Served Click Through Rate – Help Card



Ad Title – Name of the ad being analyzed.

Ad Clicks – Number of times the ad was clicked on by a visitor.

Ad Views – Number of times the specified ad was displayed on a page viewed by a visitor.

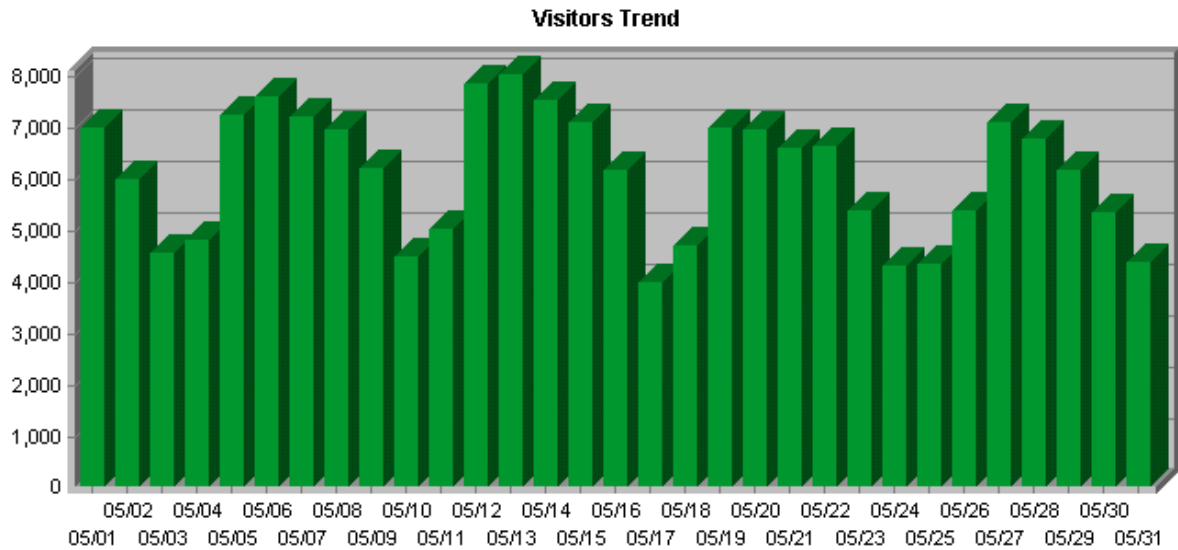
Click Thru Rate – Percentage of ads that were clicked on.



This report shows you the effectiveness of the ads on your web site.

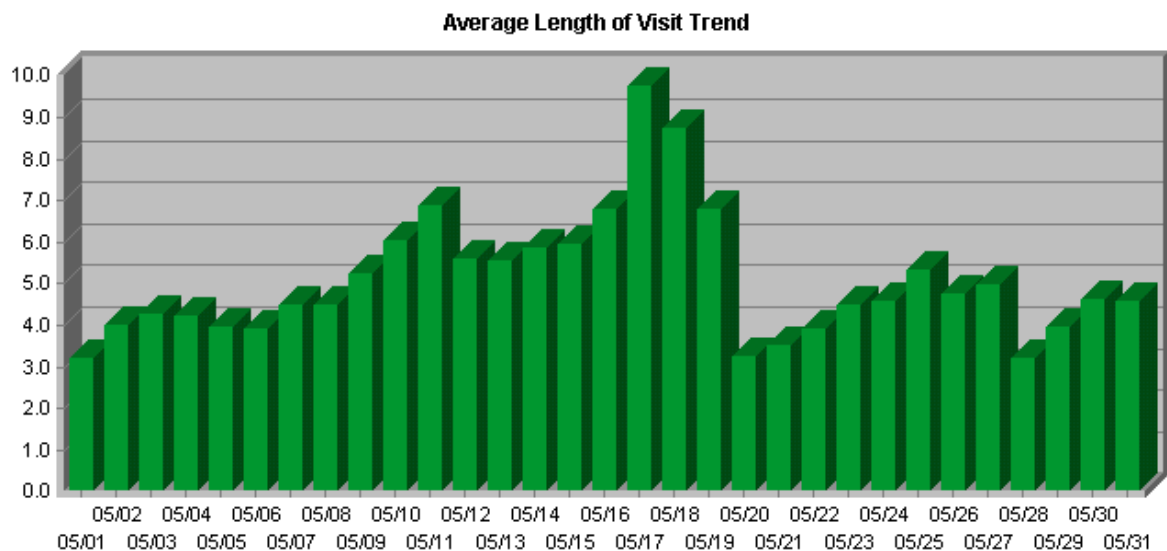
Visitors Dashboard

This displays key graphs and tables that provide an overview of the Visitors chapter. Click on the title of a graph or table to navigate to the corresponding page.

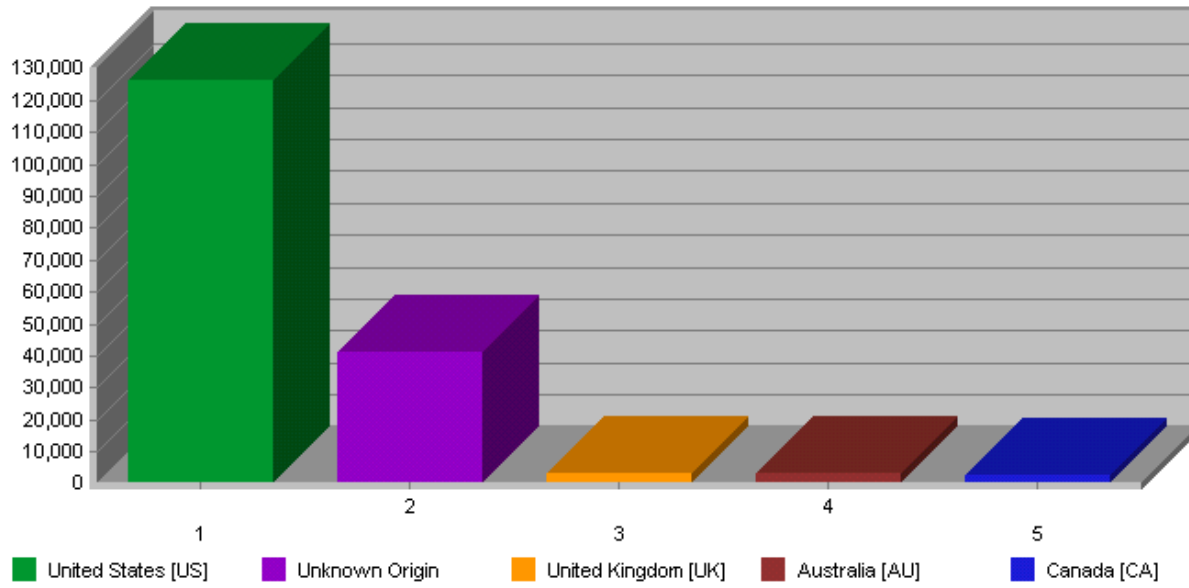


Visit Summary

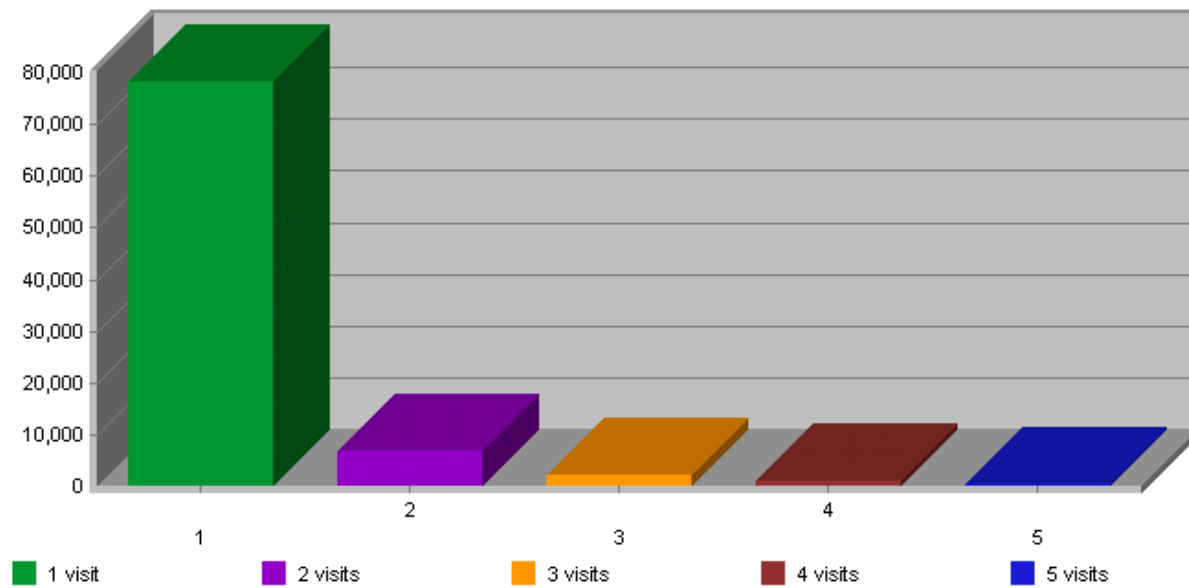
Visits	188,873
Average per Day	6,092
Average Visit Length	00:09:43
Median Visit Length	00:02:48
International Visits	11.32%
Visits of Unknown Origin	21.68%
Visits from Your Country: United States (US)	67.00%

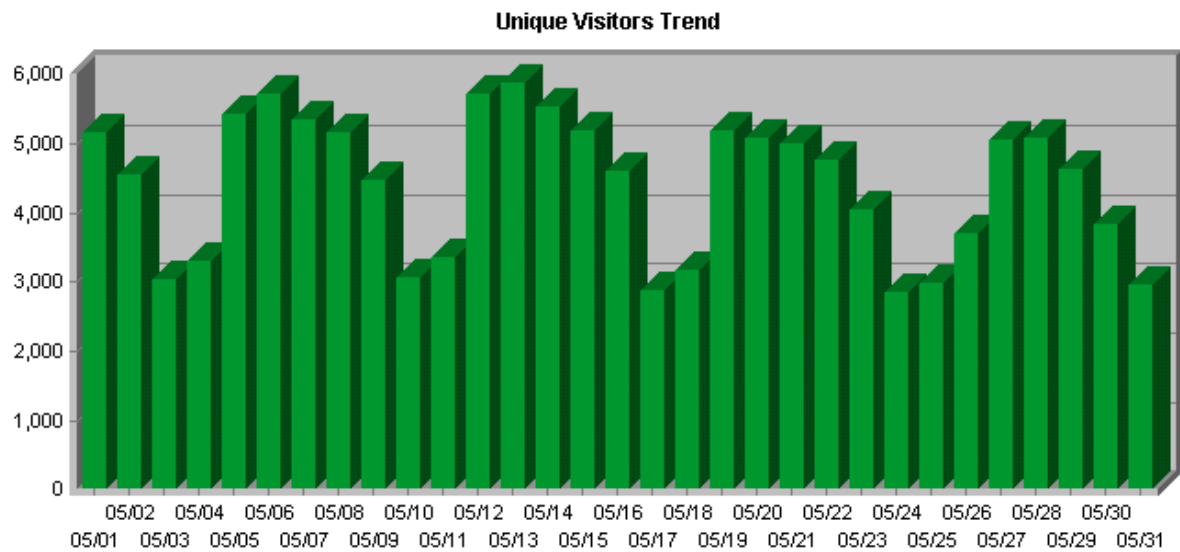


Top Countries by Visits



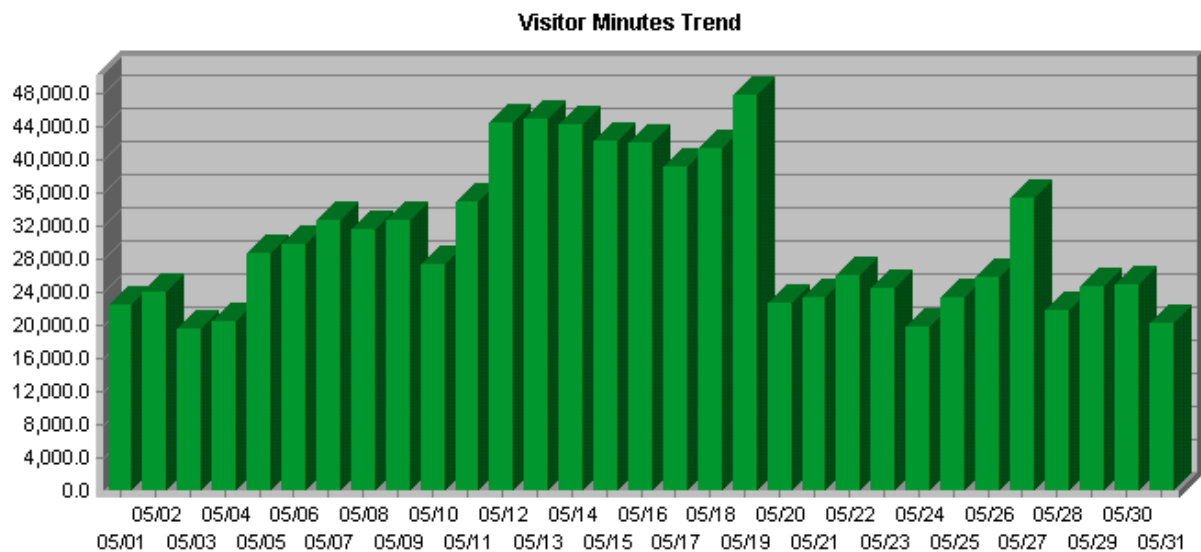
Visitors by Number of Visits

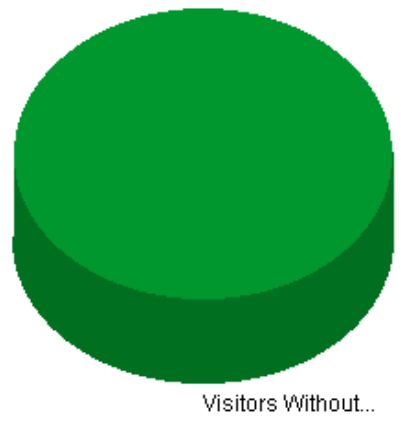
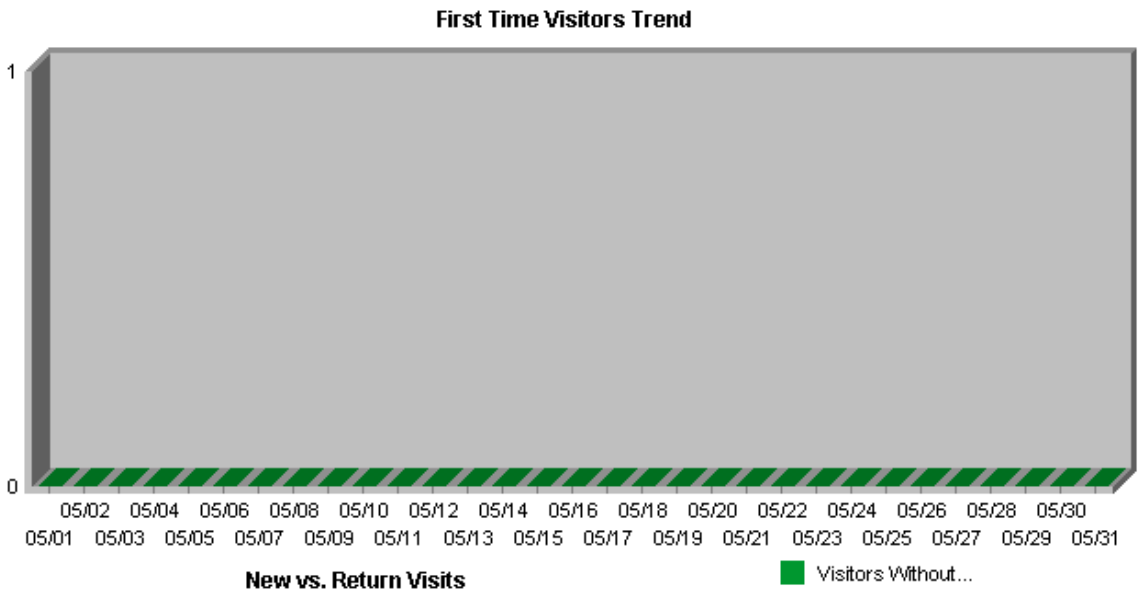


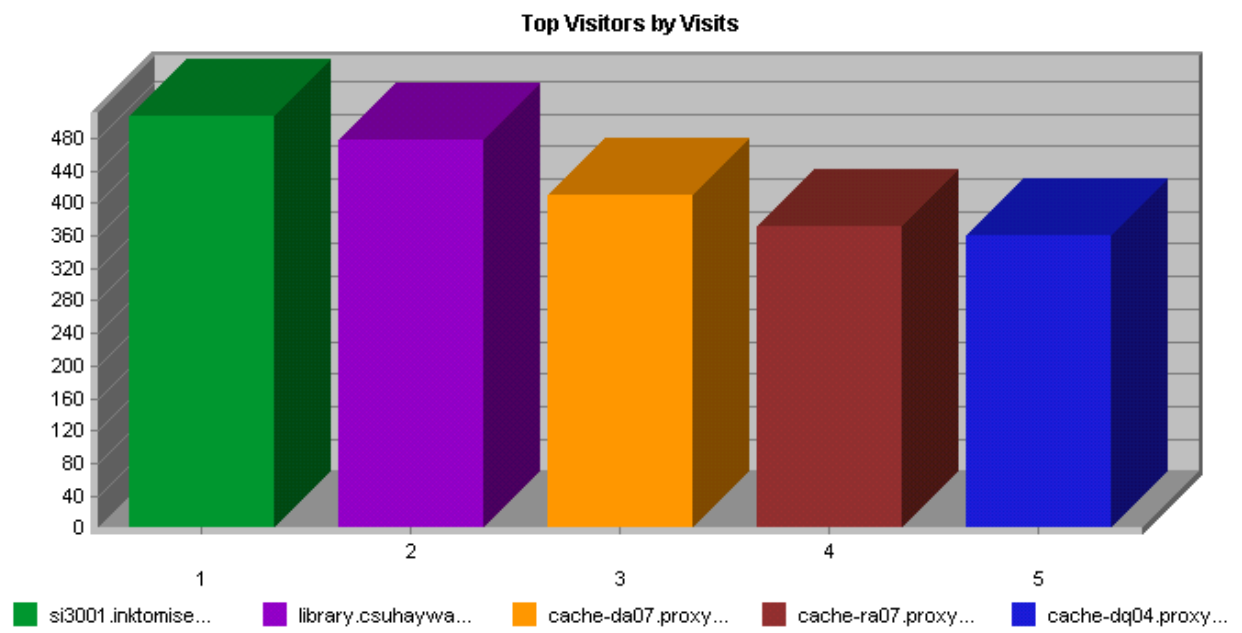


Visitor Summary

Unique Visitors	91,720
Visitors Who Visited Once	77,960
Visitors Who Visited More Than Once	13,760

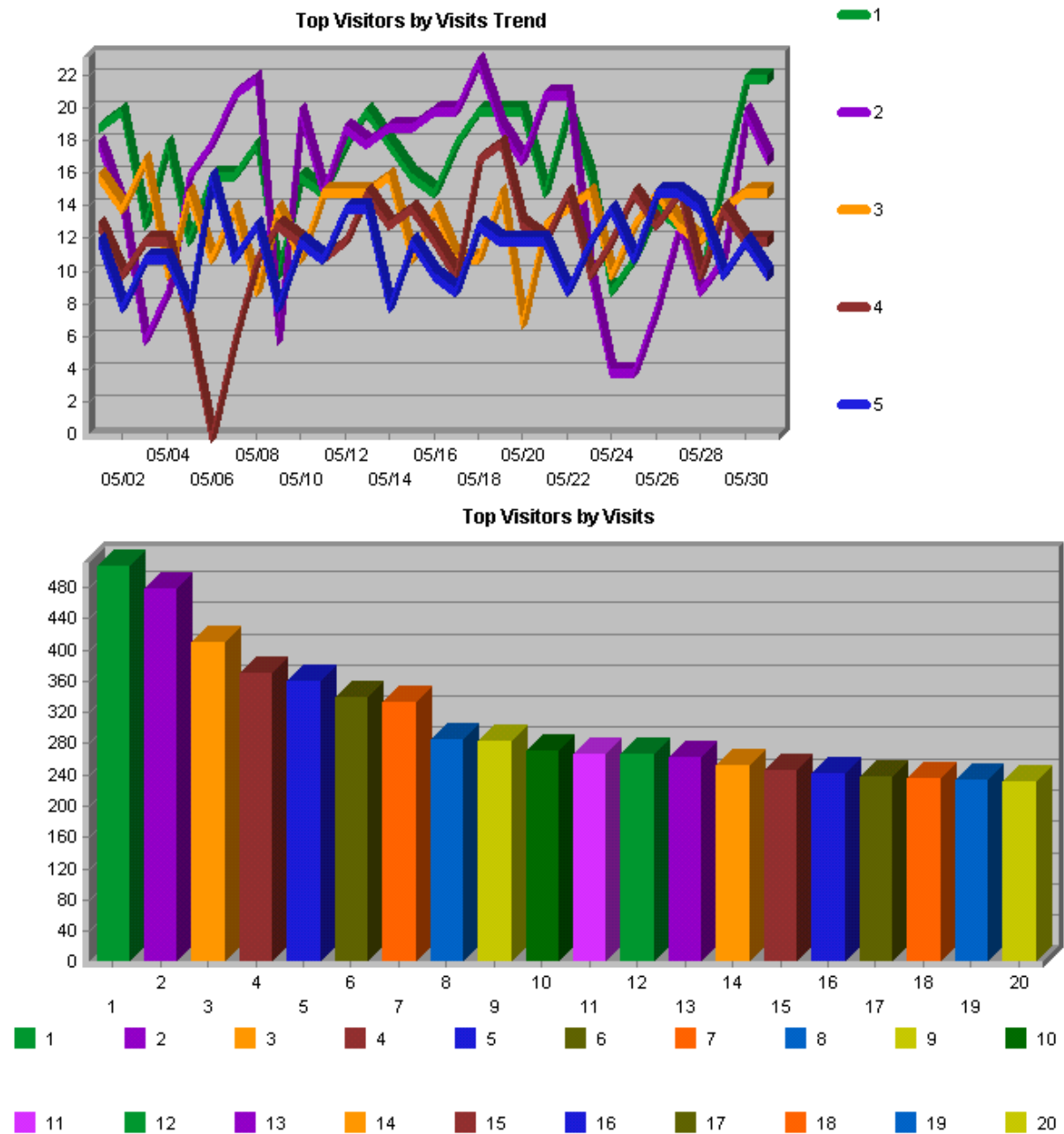






Top Visitors

This report identifies the IP address, domain name, or cookie of each visitor, and identifies the visitor's relative activity level on the site. If you use cookies to track visits, Reporting Center can differentiate between hits from different visitors with the same IP address.



Top Visitors

	Visitor	Visits	%	Hits
1.	si3001.inktomisearch.com	506	0.27%	508
2.	library.csuhayward.edu	477	0.25%	801
3.	cache-da07.proxy.aol.com	410	0.22%	1,199
4.	cache-ra07.proxy.aol.com	371	0.20%	848
5.	cache-dq04.proxy.aol.com	359	0.19%	987
6.	cache-rb03.proxy.aol.com	339	0.18%	797
7.	cache-mtc-am05.proxy.aol.com	332	0.18%	812
8.	cache-dl09.proxy.aol.com	286	0.15%	517
9.	sv-fw.looksmart.com	283	0.15%	850
10.	64.241.243.65	271	0.14%	634
11.	cache-dq02.proxy.aol.com	266	0.14%	581
12.	cache-dp08.proxy.aol.com	266	0.14%	514
13.	cache-mtc-aa05.proxy.aol.com	263	0.14%	434
14.	cache-rq02.proxy.aol.com	251	0.13%	472
15.	netcache-2002.public.lawson. webtv.net	245	0.13%	912
16.	cache-mtc-am03.proxy.aol.com	241	0.13%	465
17.	cache-mtc-al05.proxy.aol.com	237	0.13%	410
18.	cache-mtc-aa06.proxy.aol.com	236	0.12%	383
19.	cache-rl02.proxy.aol.com	234	0.12%	343
20.	cache-mtc-af04.proxy.aol.com	231	0.12%	375
	Subtotal	6,104	3.23%	12,842
	Other	182,799	96.77%	3,897,152
	Total	188,903	100.00%	3,909,994

Top Visitors – Help Card

? Hits – Number of hits attributed to the specified visitor. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Visitor – The IP address, domain name, or cookie of the visitor.

Visits – Number of times the specified visitor visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits or hits made by the specified visitor.

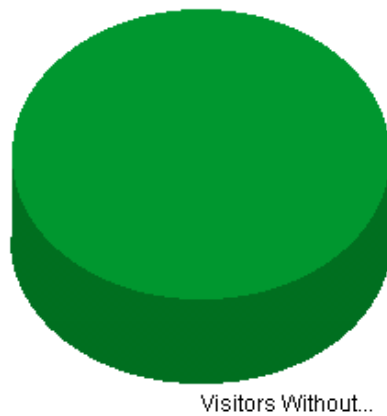
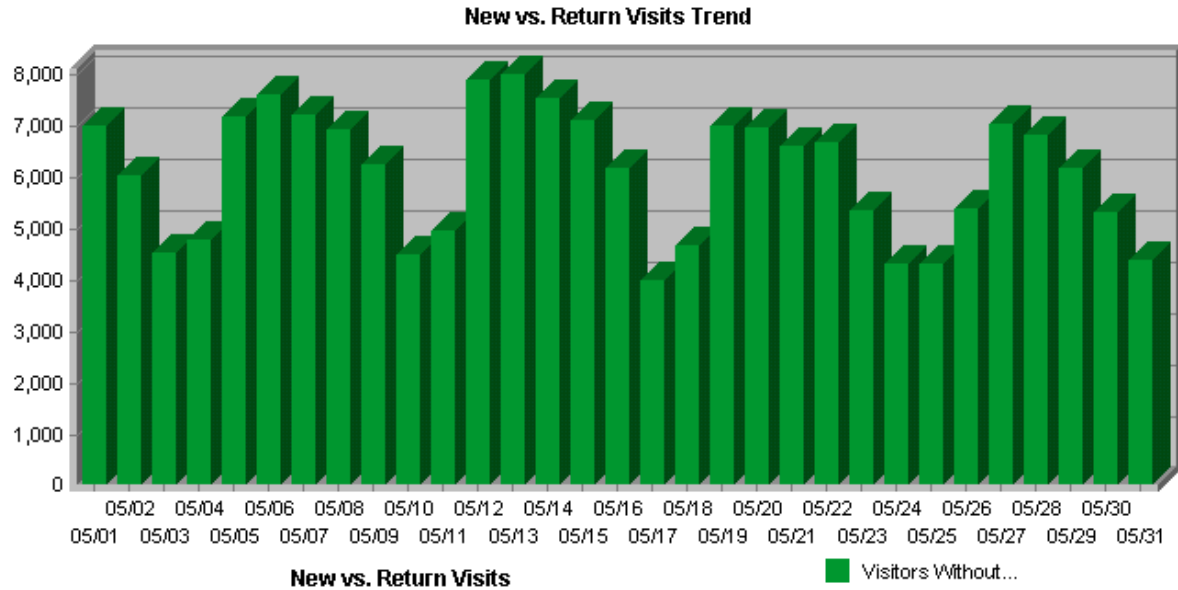


Consider the visitors who use the site most, and tailor your site to their interests and needs. If your site is an intranet, notice which employees use the site most, and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

Note: If a visitor has a dynamic IP address, or if a group of visitors are behind a proxy server or firewall, this data might be misleading. In the case of a dynamic IP address, multiple IP addresses could be shown for a single visitor, and in the case of a firewall or proxy server, one IP address could be used by more than one visitor.

New vs. Return Visits


This report compares the number of visits by new and returning visitors to your site. Only visitors identified by cookies are counted.



New vs. Return Visits

	Visitor Type	Visits	%
1.	Visitors Without Cookies	188,903	100.00%
	Total	188,903	100.00%

New vs. Return Visits – Help Card


 **New Visitors** – Visitors who didn't have a cookie from your site on their first hit, but had one on later hits.

Returning Visitors – Visitors who already had a cookie from your site when they visited.

Visitors Without Cookies – Visitors who came to your site with cookies disabled. There is no way to determine if these visitors are new or returning.

Visits – Number of visits by visitors who fit into the specified visitor category. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

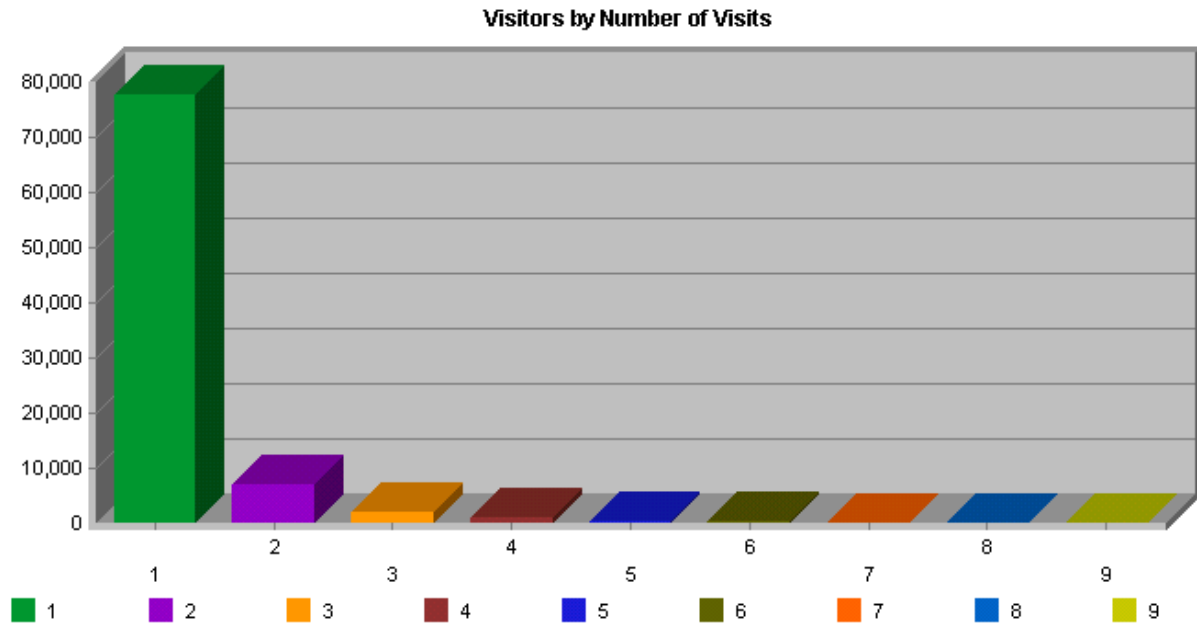
% – Percentage of visitors who fit into the specified visitor category.

 By tracking the ratio between new and return visits over a period of time, you can determine if your site is attracting enough returning visitors.

Note: If the data shows all visitors did not have cookies, it is likely the Reporting Center has not been configured to perform this analysis. Contact the system administrator to see if this feature has been enabled.

Visitors by Number of Visits


This report shows the distribution of visitors based on how many times each visitor visited your site.



Visitors by Number of Visits


Number of Visits	Unique Visitors	%
1 visit	77,960	85.00%
2 visits	7,039	7.67%
3 visits	2,149	2.34%
4 visits	1,090	1.19%
5 visits	650	0.71%
6 visits	431	0.47%
7 visits	285	0.31%
8 visits	241	0.26%
9 visits	175	0.19%
Subtotal	90,020	98.15%
Other	1,700	1.85%
Total	91,720	100.00%

Visitors by Number of Visits – Help Card

 **Number of Visits** – The number of visits, beginning with one and increasing by increments of one, being analyzed in the other columns.

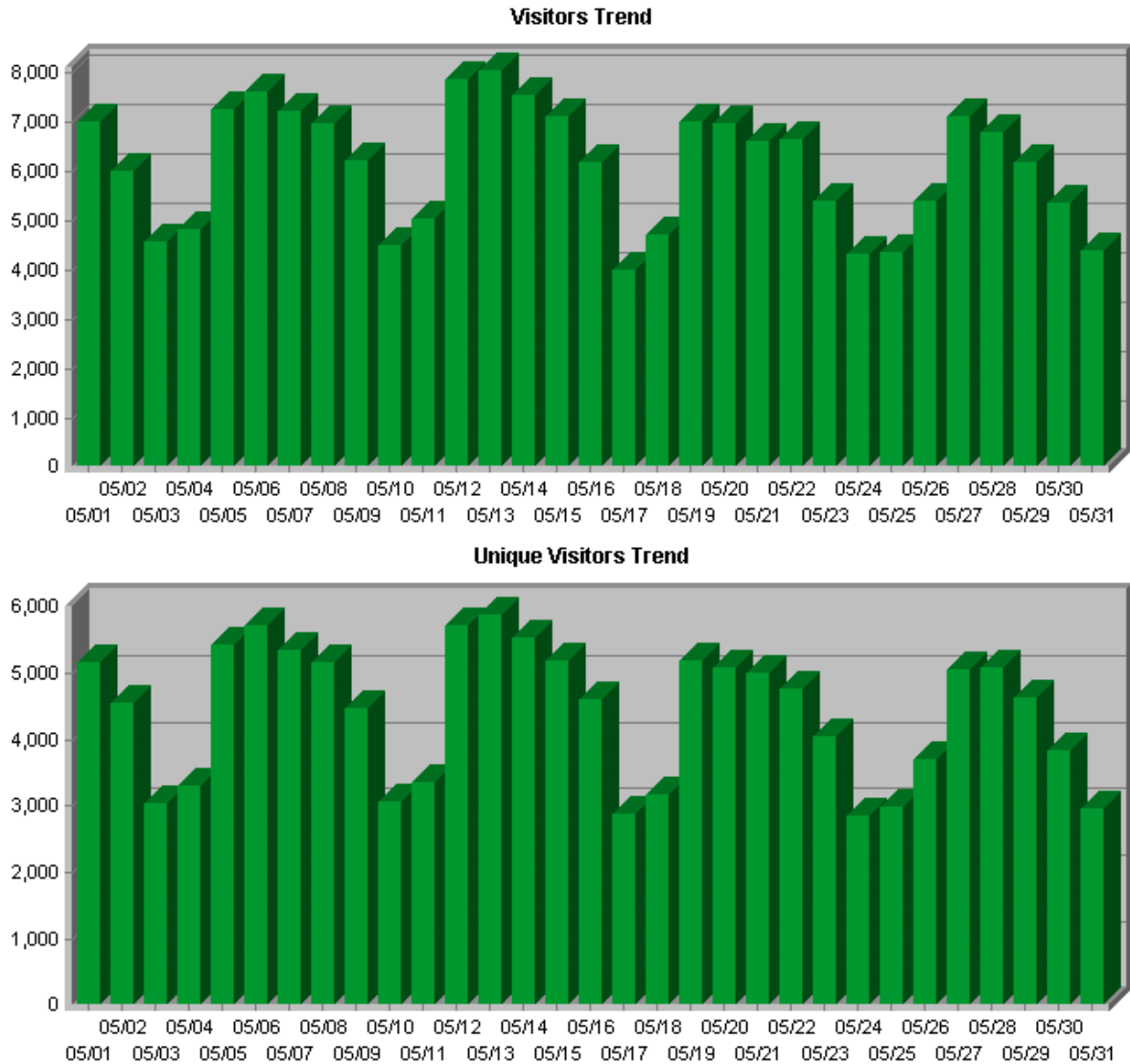
Unique Visitors– Number of unique individuals who came to your site the amount of times specified in the Number of Visits column.

% – Percentage of unique visitors who came to your site the amount of times specified in the Number of Visits column.

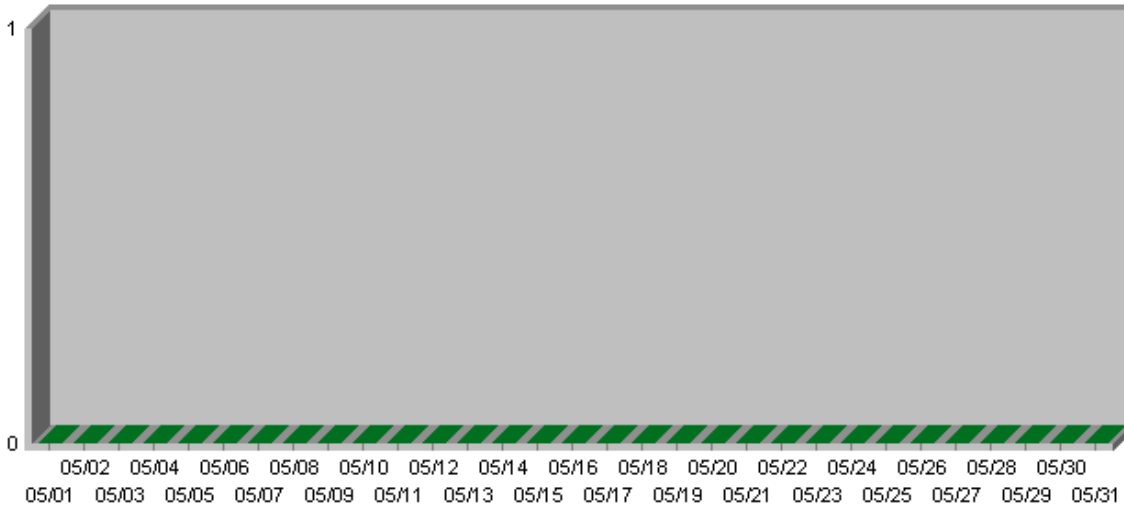
 This information can indicate whether or not your site compels visitors to return. Updating web site content is one way to draw return visitors.

Visitors Trend

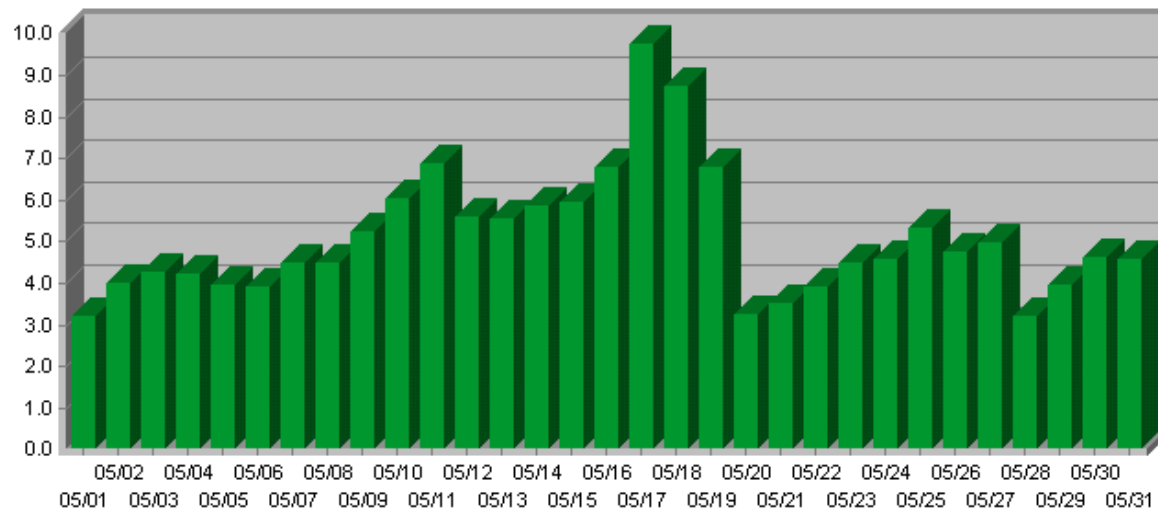
This report shows how many times visitors visited your web site and how long they stayed. The information is divided into time slices based on the duration of the log file. Visits are freshly counted during each time interval in the report. Some visits may span more than one time interval, and therefore a single visit may be counted more than once. This manner of counting visits may cause the Visits Trend total visits to exceed the total visits shown on the Overview Dashboard page.



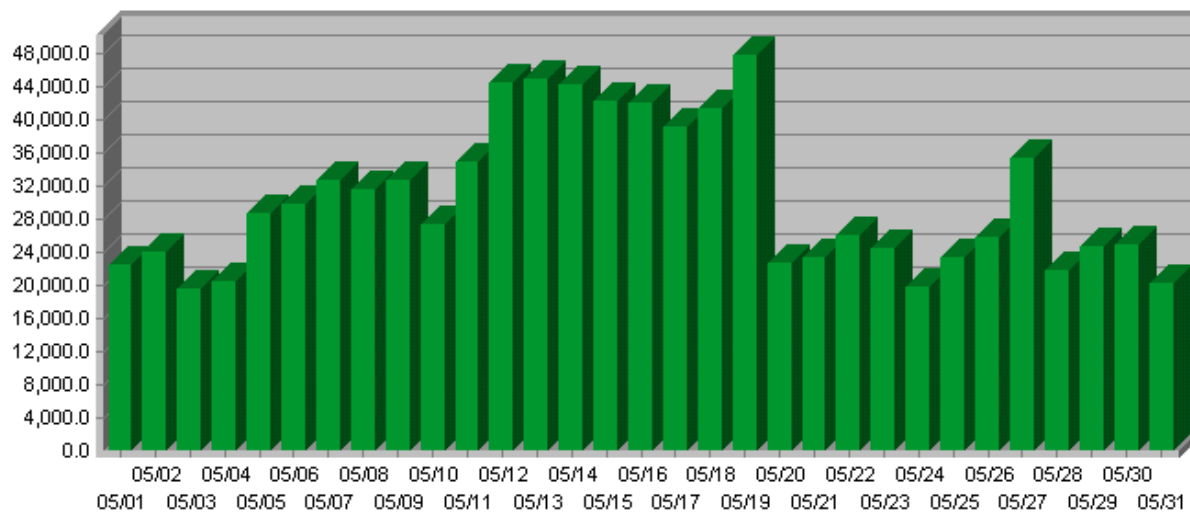
First Time Visitors Trend



Average Length of Visit Trend



Visitor Minutes Trend



Visitors Trend

Time Interval	Visits	Unique Visitors	First Time Visitors	Avg Visit Length	Visitor Minutes
05/01	6,994	5,161	0	00:03:12	22,388.17
05/02	5,994	4,554	0	00:04:00	24,036.08
05/03	4,556	3,039	0	00:04:17	19,520.17
05/04	4,835	3,309	0	00:04:14	20,471.60
05/05	7,251	5,436	0	00:03:57	28,706.37
05/06	7,613	5,725	0	00:03:54	29,730.20
05/07	7,219	5,344	0	00:04:30	32,538.48
05/08	6,974	5,156	0	00:04:31	31,564.92
05/09	6,206	4,477	0	00:05:14	32,563.53
05/10	4,512	3,070	0	00:06:03	27,347.92
05/11	5,045	3,354	0	00:06:54	34,868.22
05/12	7,877	5,722	0	00:05:37	44,268.12
05/13	8,045	5,883	0	00:05:34	44,791.00
05/14	7,540	5,527	0	00:05:51	44,219.10
05/15	7,100	5,182	0	00:05:56	42,159.18
05/16	6,177	4,613	0	00:06:47	41,916.40
05/17	3,989	2,873	0	00:09:46	39,009.73
05/18	4,725	3,175	0	00:08:44	41,298.95
05/19	7,019	5,189	0	00:06:47	47,657.23
05/20	6,977	5,076	0	00:03:15	22,753.80
Average	6,105	4,413	0	N/A	30,379.58
Total	189,285	136,808	0	N/A	941,767.05

Visitors Trend – Help Card

? Average – This row gives the average for each column. The Average row value for the Avg Visit Length column excludes zero-length visits, while the values in the column above include zero-length visits. At times the Average row value is noticeably larger than the Avg Visit Length values shown for the individual time intervals. A zero-length visit occurs when all hits in that visit are logged with the exact same time stamp.

Avg Visit Length – The average amount of time visitors spent at your site within the given time interval. The average visit length for each time interval includes all visits. (The format is hh:mm:ss – hours:minutes:seconds.)

First Time Visitors – Number of visitors who had never visited your web site before.

Time Interval – A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Total – The total for the column. Some visits may span more than one time interval, and be counted more than once. These duplicate visit counts may cause the total visits count on this row to exceed the actual total number of visits shown on the Overview Dashboard page.

Unique Visitors – Number of individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit.

Visitor Minutes – Number of minutes your web site was viewed, regardless of who was viewing it.

Visits – Number of visits to your web site. Each visit by each visitor is counted, even if the visitor came to your web site many times.

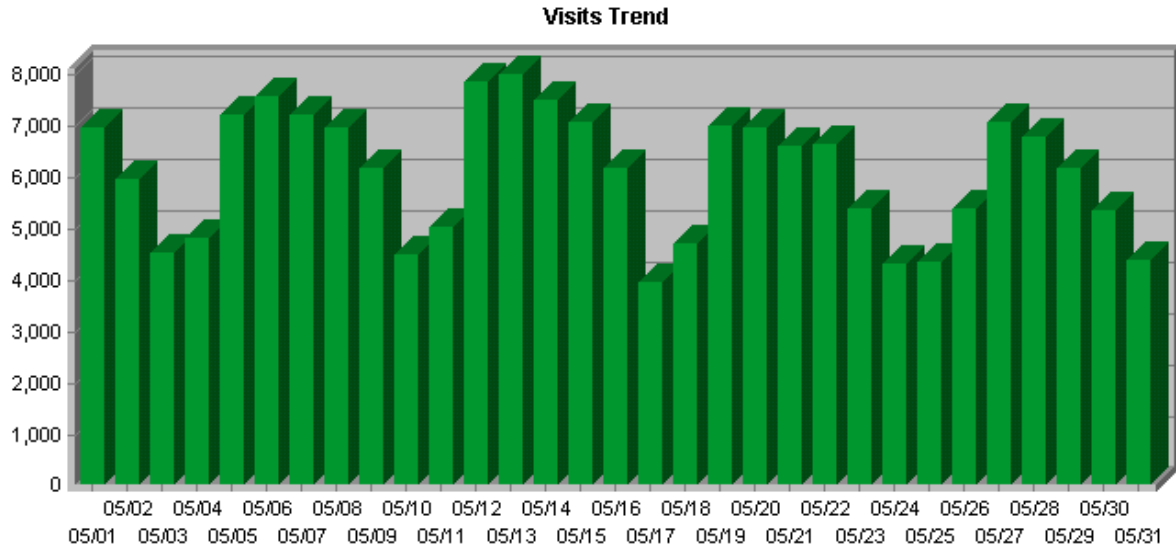


Use this page to determine which times your web site is busiest.

Daily averages cut off visits that continue into the next day, whereas weekly averages do not. Therefore, weekly averages may appear a bit longer than daily averages.

Visits Trend

This report helps you understand the bandwidth requirements of your site by tracking visits over the course of the report period.



Visits Trend

Time Interval	Visits	%
05/01	6,980	3.70%
05/02	5,980	3.17%
05/03	4,546	2.41%
05/04	4,820	2.55%
05/05	7,238	3.83%
05/06	7,595	4.02%
05/07	7,213	3.82%
05/08	6,963	3.69%
05/09	6,194	3.28%
05/10	4,498	2.38%
05/11	5,037	2.67%
05/12	7,851	4.16%
05/13	8,026	4.25%
05/14	7,526	3.98%
05/15	7,084	3.75%
05/16	6,165	3.26%
05/17	3,977	2.11%
05/18	4,711	2.49%
05/19	7,007	3.71%
05/20	6,974	3.69%

Total

188,873

100.00%

Visits Trend – Help Card



Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Visits – Number of visits to your site during the specified time interval. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visits to your site during the specified time interval compared with all visits to your site during the report period.



Periods of less activity can be considered good times for maintenance and content improvement.

Top Organizations

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the most active companies and other organizations visiting your web site. The second table will show you the most active domain names from each organization.

No data for this section in the log data analyzed.

No data for this section in the log data analyzed.

Top Organizations – Help Card

? **Domain Name** – The text name corresponding to the IP address of a computer on the Internet. For example, netiq.com is a domain name. The domain name can be determined if it was logged by the web server or, if it is defined in the Internet Domain Name System then it may be found using DNS resolution. Otherwise, the domain name is not known and this table shows the IP address.

The domain name shown is the second-level domain name, such as netiq.com. If the top-level domain name is a country code, then this shows the third-level domain name, such as anycompany.com.au. For example, all visitors from sales.netiq.com, us.sales.netiq.com, and service.net.iq.com are combined in the statistics for netiq.com.

Click on the domain name to generate an Internet whois lookup.

Organization – The name of the organization, which could be a company, a government agency, a school, or any other type of organization. This name was determined by looking up the visitor's IP address in the WebTrends GeoTrends Database. Click on the organization name to generate an Internet whois lookup.

Total – The total for all visits or hits.

Unknown – The sum for any IP addresses which could not be found in the WebTrends GeoTrends Database.

Visits – Number of visits to your site from this organization. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits – Number of hits to your site from this organization. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% – Percentage of the total activity that was from this organization.



--


Use this information when you are interested in an organization as a whole, such as NetIQ Corporation. You can identify the major domain names from each company, such as netiq.com and webtrends.com from NetIQ.

Top Authenticated Usernames

This report identifies the true name and relative activity level of the visitors logging onto a server that requires a user name and password.

No data for this section in the log data analyzed.

Top Authenticated Usernames – Help Card


 **Authenticated Username** – A unique visitor tracked by user name and password rather than by IP address. You may find more authenticated user names than total visitors because several persons may be using the same IP address. Since many ISPs dynamically assign IP addresses, and since multiple visitors may use a single IP address, authentication is a much more accurate way to identify visitors.

Hits – Number of hits generated by the specified visitor. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Visitor – Authenticated name of the user being analyzed.

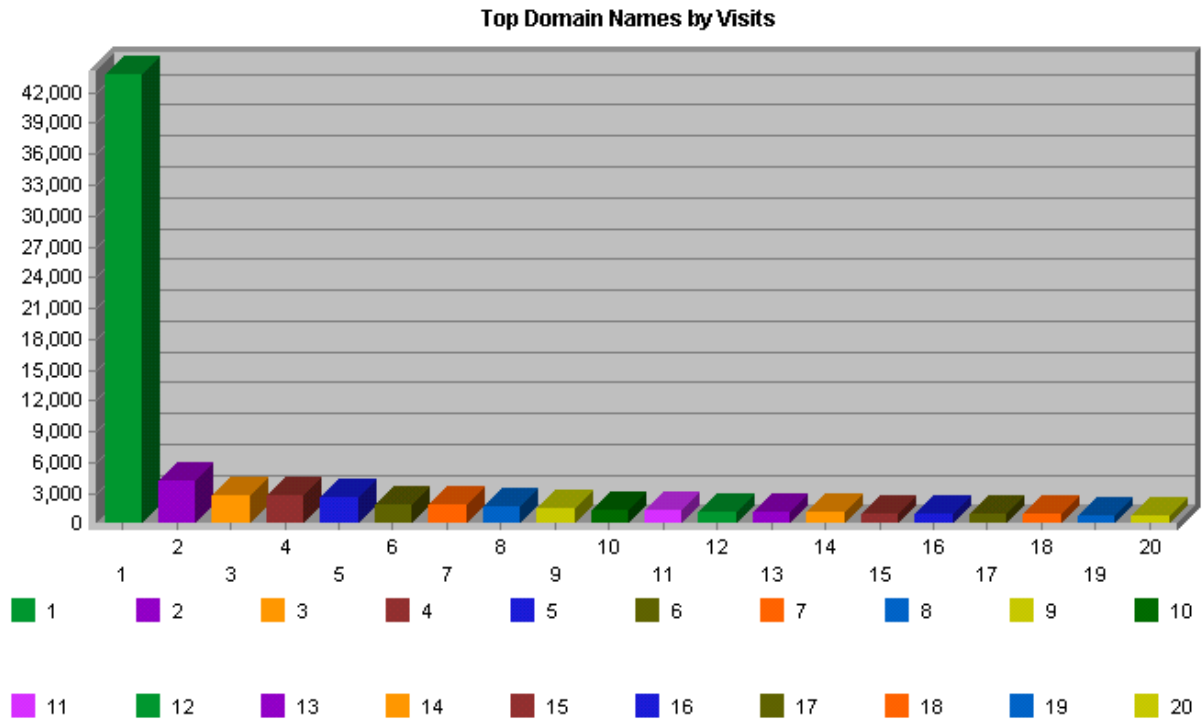
Visits – Number of times the specified visitor visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visits or hits to your site by the specified visitor out of those by all authenticated user names.

 You may use this information for your marketing efforts, such as special promotions or newsletters.

Top Domain Names

This report lists the domain name that generates the most activity to your web site.



Top Domain Names

	Domain Name	Visits	%	Hits
1.	aol.com	43,738	23.16%	90,464
2.	rr.com	4,186	2.22%	133,573
3.	comcast.net	2,820	1.49%	93,833
4.	attbi.com	2,738	1.45%	83,865
5.	inktomisearch.com	2,660	1.41%	5,432
6.	level3.net	1,925	1.02%	49,683
7.	cox.net	1,918	1.02%	62,637
8.	uu.net	1,783	0.94%	47,323
9.	bellsouth.net	1,509	0.80%	48,037
10.	pacbell.net	1,426	0.76%	43,907
11.	qwest.net	1,412	0.75%	31,071
12.	verizon.net	1,188	0.63%	38,600
13.	optonline.net	1,183	0.63%	41,967
14.	av.com	1,179	0.62%	3,531
15.	adelphia.net	1,065	0.56%	34,187
16.	mindspring.com	1,043	0.55%	32,175

17.	swbell.net	987	0.52%	31,718
18.	shawcable.net	963	0.51%	18,788
19.	webtv.net	887	0.47%	3,009
20.	googlebot.com	869	0.46%	8,975
	Subtotal	75,479	39.96%	902,775
	Other	113,394	60.04%	3,006,506
	Total	188,873	100.00%	3,909,281

Top Domain Names – Help Card



Domain Name – The text name corresponding to the IP address of a computer on the Internet. For example, netiq.com is a domain name. The domain name can be determined if it was logged by the web server or, if it is defined in the Internet Domain Name System then it may be found using DNS resolution. Otherwise, the domain name is not known and this table shows the IP address.

The domain name shown is the second-level domain name, such as netiq.com. If the top-level domain name is a country code, then this shows the third-level domain name, such as anycompany.com.au. For example, all visitors from sales.netiq.com, us.sales.netiq.com, and service.net.iq.com are combined in the statistics for netiq.com.

Click on the domain name to generate an Internet whois lookup.

Total – The total for all visits or hits.

Hits – Number of hits to your site from this domain name. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Visits – Number of visits to your site from this domain name. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

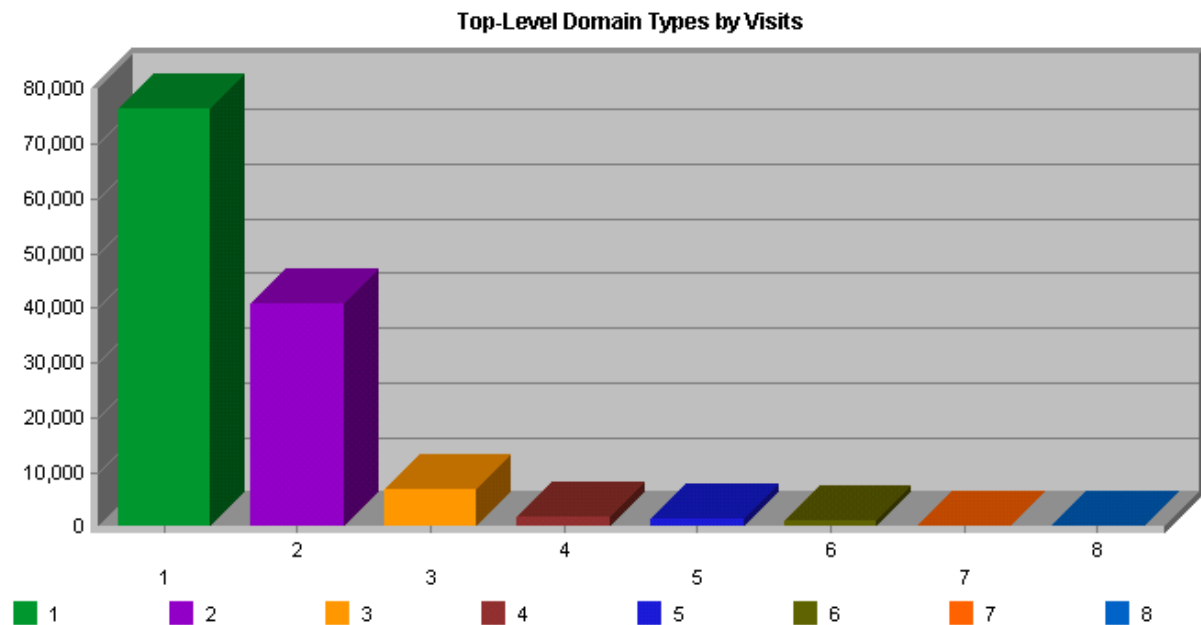
% – Percentage of the total activity that was from this domain name or IP address.



Use this information when you are interested in high-level domain names of visitors generating the most activity to your web site.

Top-Level Domain Types


This report provides a breakdown of top-level domain types.



Top-Level Domain Types

	Top-Level Domain Types	Visits	%	Hits
1.	Commercial	76,427	59.33%	841,279
2.	Network	40,858	31.72%	1,136,419
3.	Education	6,909	5.36%	218,789
4.	Organization	1,915	1.49%	59,143
5.	Government	1,623	1.26%	118,154
6.	Military	1,065	0.83%	22,134
7.	ARPANET	23	0.02%	445
8.	International	7	0.01%	249
	Total	128,827	100.00%	2,396,612

Top-Level Domain Types – Help Card

 **Top-Level Domain** – The suffix of a domain name. A top-level domain can be based on the type of organization (.com, .edu, .museum, .name, etc) or it can be a country code (.uk, .de, .jp, .us, etc.). The top-level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top-level domains:

ARPANET: .arpa

Commercial: .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk .info .biz

Education: .edu .edu.[country-code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn

International: .int .int.co .int.ve .intl.tn

Government: .gov .gov.[country code] .gove.[country code] .go.[country code]

Military: .mil .mil.[country code]

Network: .net .ad.jp .ne.kr .net.[country code]

Organization: .org .or .org.[country code] .or.[country code]

Personal: .name

Hits – Number of hits to your site from the specified top-level domain. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Total – The total visits or hits where there was sufficient information to identify the top-level domain. This number may be less than the total activity overall.

Visits – Number of visits to your site from the specified top-level domain. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits or hits from sites in the specified top-level domain. The percentages refer to the total number of visits for which the domain name can be determined. Some IP addresses cannot be resolved to a domain name.

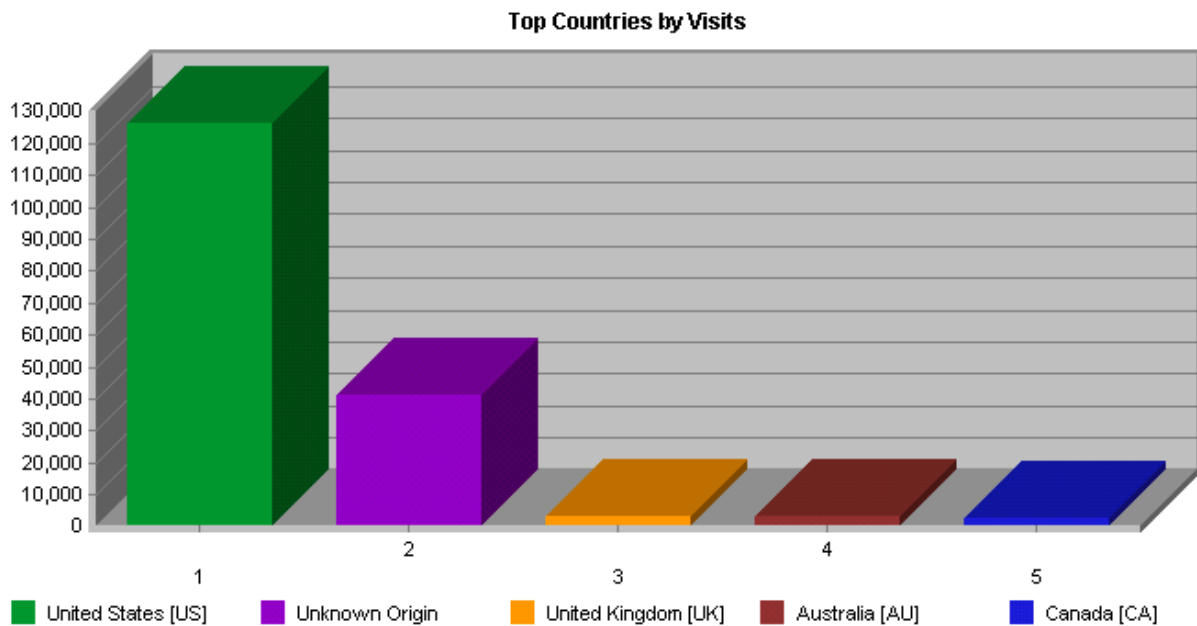
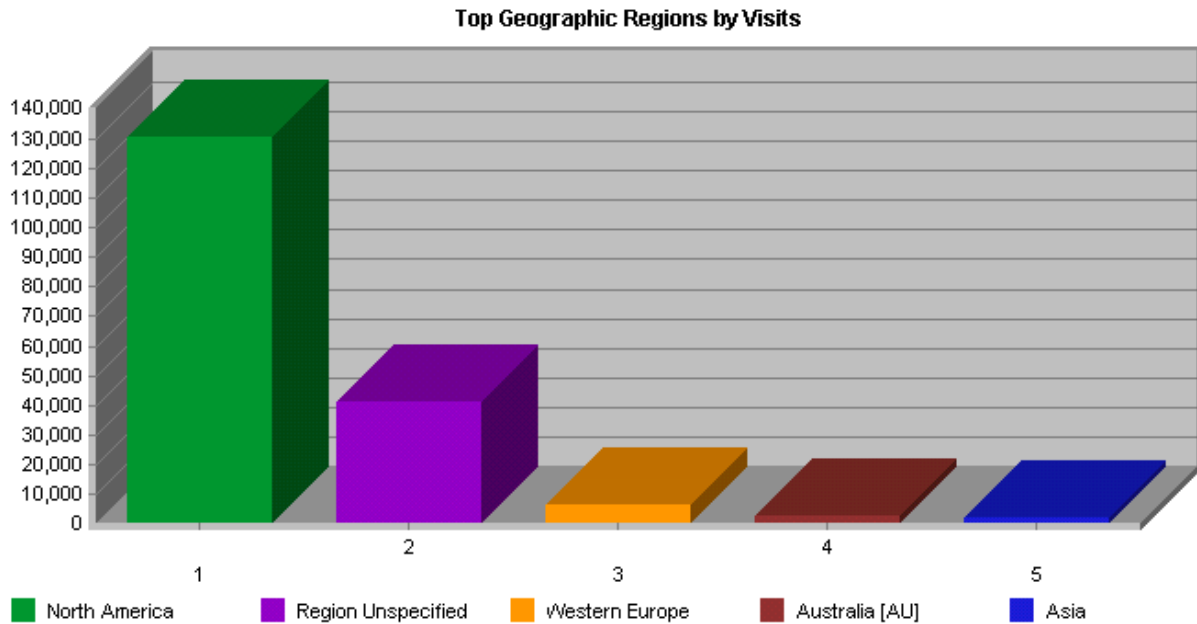


Consider which types of organizations are interested in your site, and consider how you can interest other types of organizations.

Note: This information can be displayed only if reverse DNS lookups have been performed. Even when DNS lookups are performed, some IP addresses cannot be resolved to a domain name.

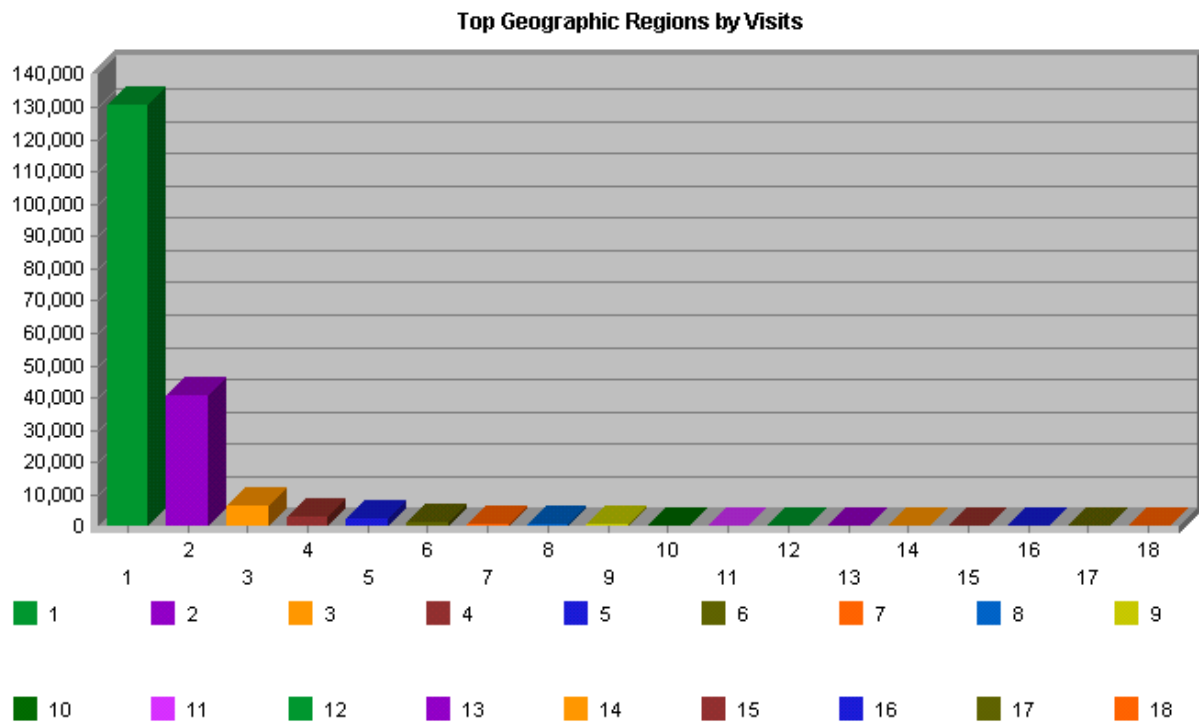
Geography Dashboard

This displays key graphs and tables that provide an overview of this chapter. Click on the title of a graph or table to navigate to the corresponding page.



Top Geographic Regions

This report identifies the top geographic regions of the visitors to your site.




Top Geographic Regions

	Geographic Regions	Visits	%
1.	North America	130,502	69.10%
2.	Region Unspecified	40,946	21.68%
3.	Western Europe	6,704	3.55%
4.	Australia (AU)	2,992	1.58%
5.	Asia	2,312	1.22%
6.	Middle East	1,619	0.86%
7.	South America	1,128	0.60%
8.	Pacific Islands	999	0.53%
9.	Eastern Europe	612	0.32%
10.	Northern Europe	560	0.30%
11.	Southern Africa	186	0.10%
12.	Caribbean Islands	142	0.08%
13.	Central America	74	0.04%
14.	Northern Africa	49	0.03%
15.	Eastern Africa	34	0.02%
16.	Western Africa	9	0.00%

17.	Region Not Known	4	0.00%
18.	Central Africa	1	0.00%
	Total	188,873	100.00%


Top Geographic Regions – Help Card

 **Geographic Regions** – The geographic part of the world where visitors to your web site are located. "Region Unspecified" represents visitors whose geographic region could not be determined. "Region Unknown" represents visitors whose country has been determined but not identified with a specific region. If the WebTrends GeoTrends Database is turned on for this profile, the region is determined by looking up the visitor's IP address in this database. If GeoTrends is not enabled, the region will be determined from the domain name.

Total – The total visits.

Visits – Number of visits from this geographic region. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

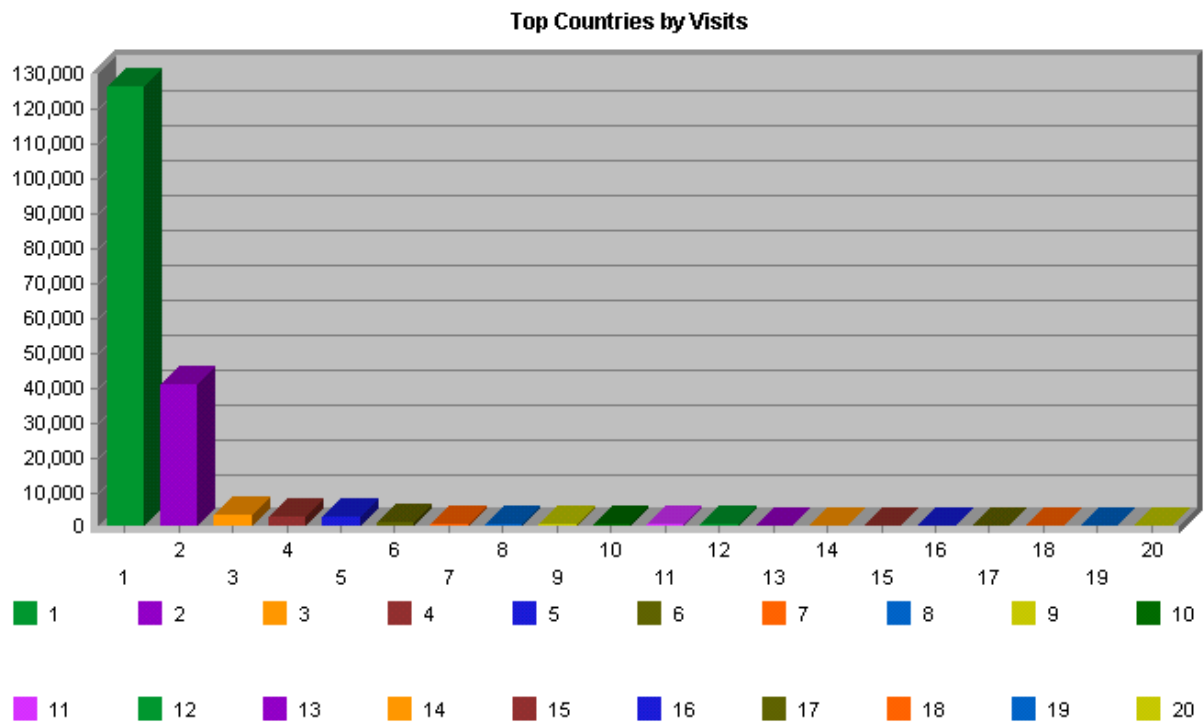
% – Percentage of total visits that were from this geographic region.

 This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

Note: Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.

Top Countries

This report identifies the top countries of the visitors to your site.



Top Countries

	Countries	Visits	%
1.	United States (US)	126,541	67.00%
2.	Unknown Origin	40,946	21.68%
3.	United Kingdom (UK)	3,211	1.70%
4.	Australia (AU)	2,992	1.58%
5.	Canada (CA)	2,859	1.51%
6.	Mexico (MX)	1,102	0.58%
7.	New Zealand (NZ)	985	0.52%
8.	Saudi Arabia (SA)	851	0.45%
9.	Singapore (SG)	773	0.41%
10.	Netherlands (NL)	690	0.37%
11.	Japan (JP)	565	0.30%
12.	Germany (DE)	557	0.29%
13.	Spain (ES)	467	0.25%
14.	Italy (IT)	443	0.23%
15.	France (FR)	393	0.21%
16.	Brazil (BR)	377	0.20%

17.	Israel (IL)	343	0.18%
18.	United Arab Emirates (AE)	276	0.15%
19.	Argentina (AR)	261	0.14%
20.	Belgium (BE)	230	0.12%
	Subtotal	184,862	97.88%
	Other	4,011	2.12%
	Total	188,873	100.00%

Top Countries – Help Card

? Countries – If the WebTrends GeoTrends Database is turned on for this profile, the country is determined by looking up the visitor's IP address in this database. If GeoTrends is not enabled, the country will be determined from the domain name.

Total – The total visits where there was sufficient information to identify the country. This number may be less than the total visits overall.

Visits – Number of visits from the specified country. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits from the specified country.

Unknown Origin – The country associated with the visitor's domain name could not be determined.

💡 This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.


Note: Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.

Top States and Provinces

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the states and provinces of North America and Australia, and regions of the United Kingdom with your most active visitors. Note that new data is being added as available.

No data for this section in the log data analyzed.


Top States and Provinces – Help Card

 **States and Provinces** – If the WebTrends GeoTrends Database is turned on for this profile, the location is determined by looking up the visitor's IP address in this database.

Total – The total visits identified from states and provinces in North America. This number may be less than the total visits overall due to visitors from outside North America and visitors whose location could not be determined.

Visits – Number of visits from this state or province. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits from this state or province.

 This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

Note: Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.

Top Cities

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the cities with your most active visitors.

No data for this section in the log data analyzed.

Top Cities – Help Card



City – If the WebTrends GeoTrends Database is turned on for this profile, the location is determined by looking up the visitor's IP address in this database.

Total – The total visits where there was sufficient information to identify the city. This number may be less than the total visits overall due to visitors whose location could not be determined.

Visits – Number of visits from this city. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits from this city.

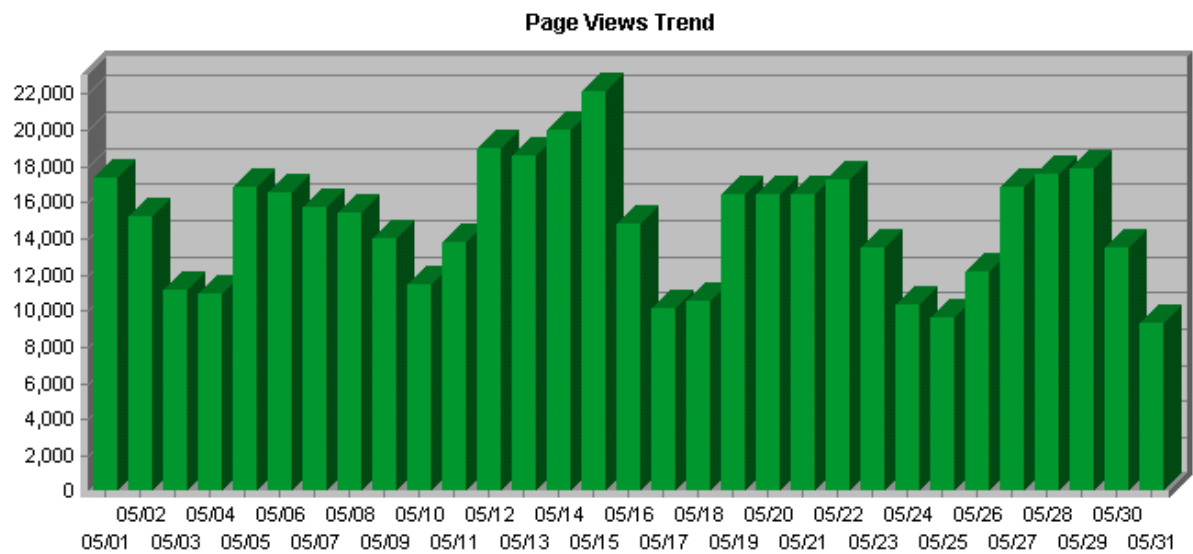


This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

Note: Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.

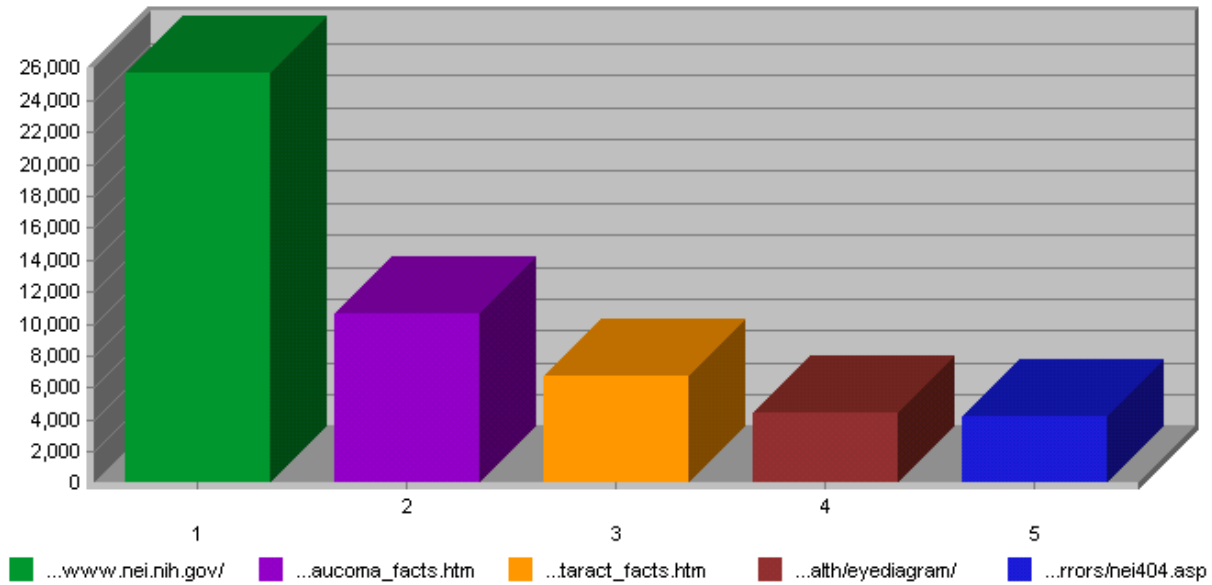
Pages Dashboard

This displays key graphs and tables that provide an overview of the Pages chapter. Click on the title of a graph or table to navigate to the corresponding page.

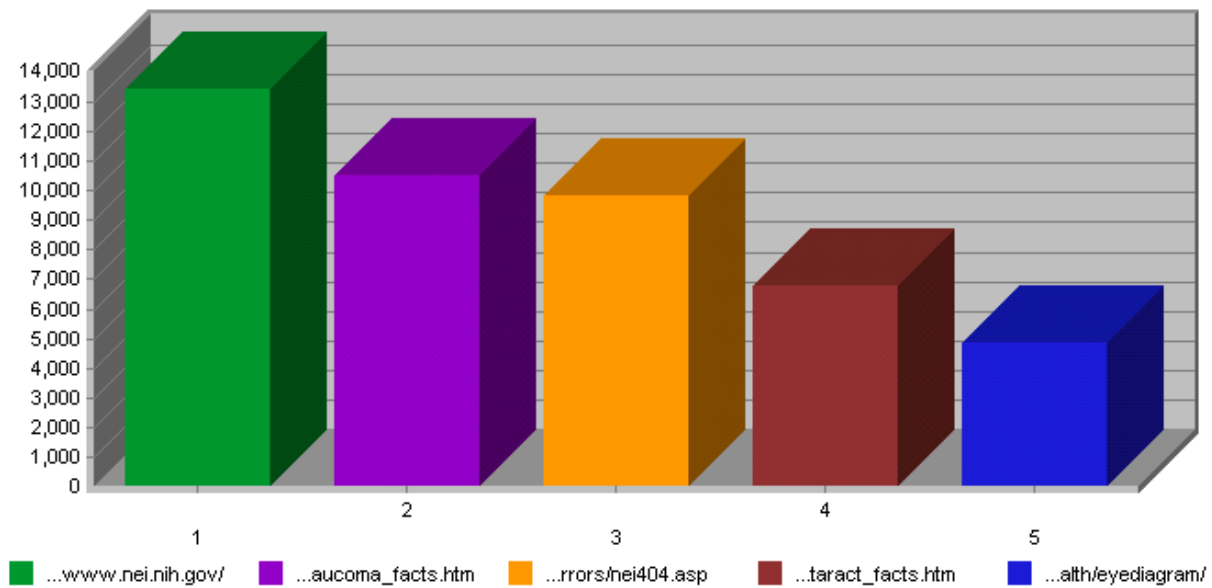


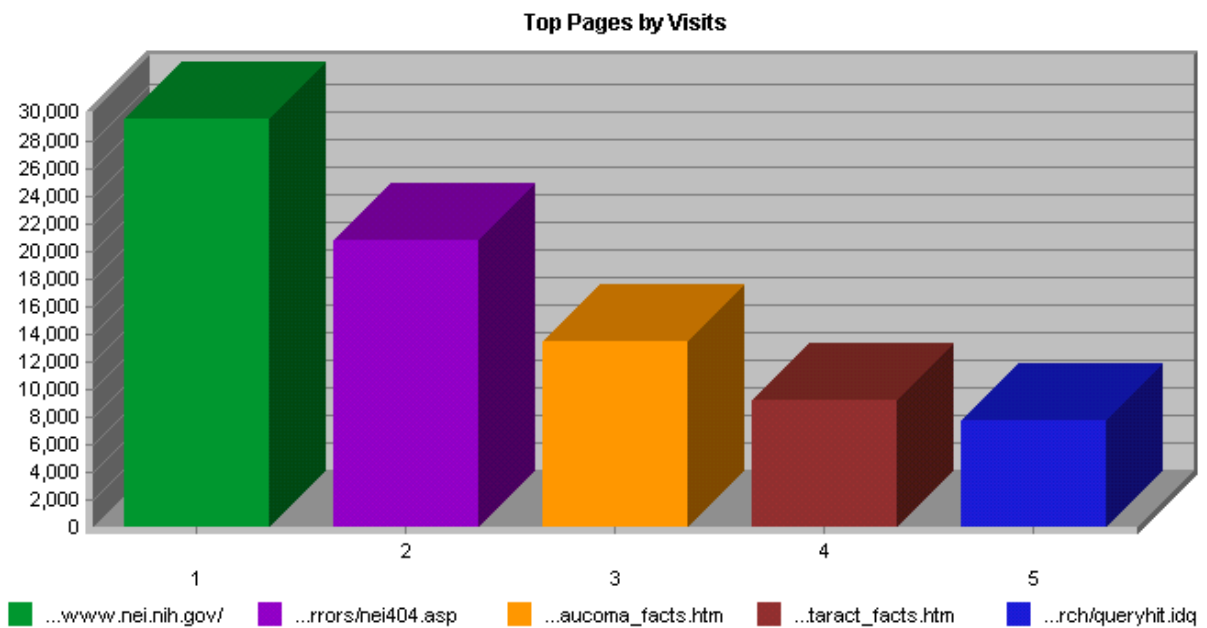
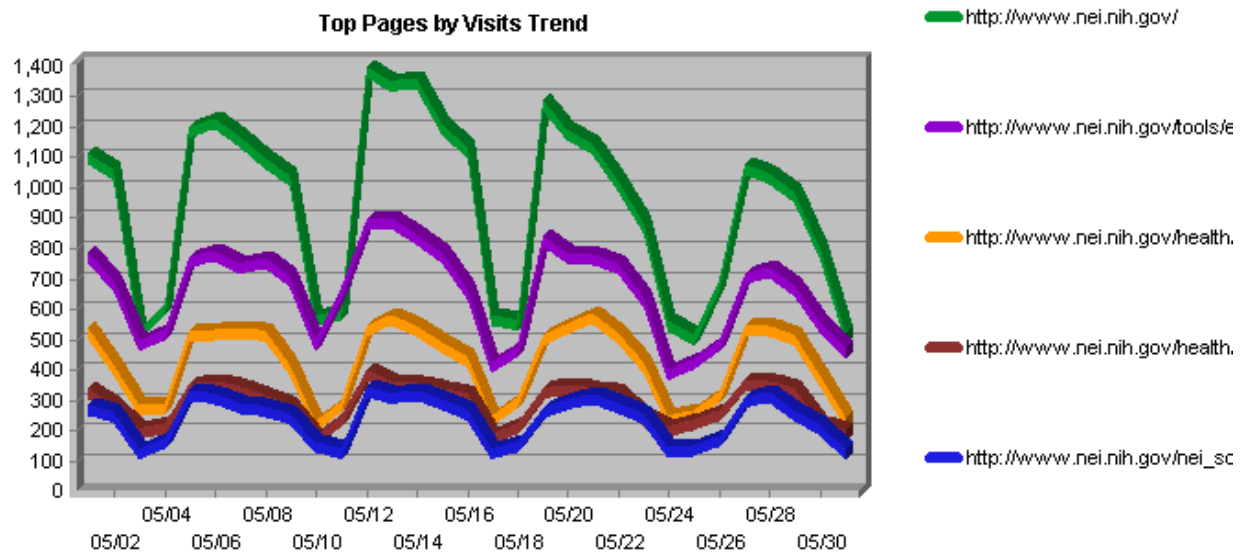
Page View Summary	
Page Views	460,926
Average per Day	14,868

Top Entry Pages

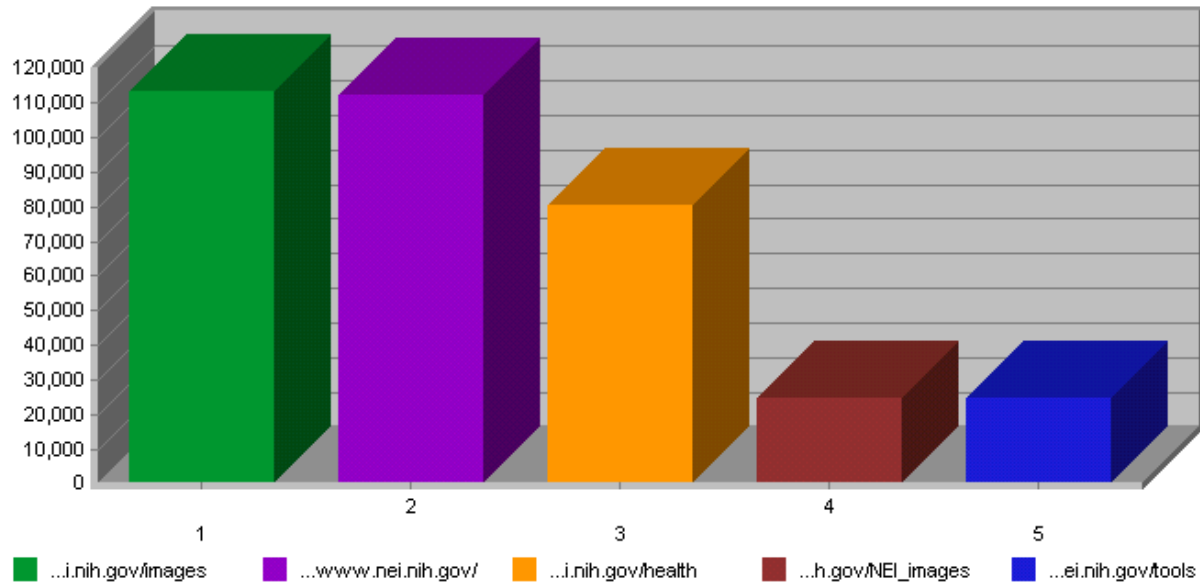


Top Exit Pages



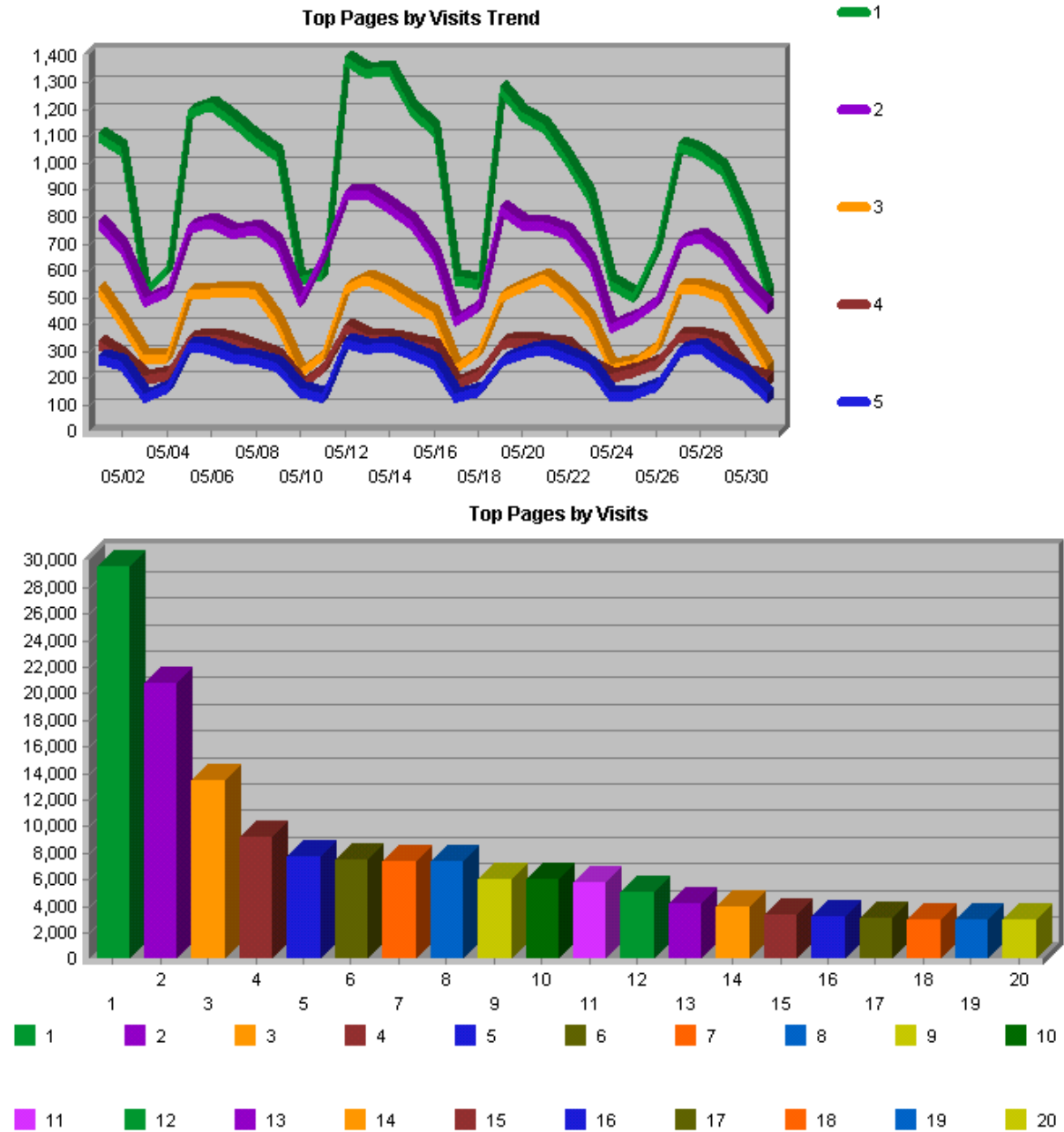


Top Directories by Visits



Top Pages

This identifies the most popular web pages on your site and shows you the number of visits for each, and displays the average length of time the page was viewed.



Top Pages

	Pages	Visits	%	Views	Avg Time Viewed	Avg Time to Serve
1.	National Eye Institute of the National Institutes of Health http:// www.nei.nih.gov/	29,560	8.21%	49,628	00:02:02	35
2.	NEI – Information Has Been Moved http:// www.nei.nih.gov/ tools/ errors/ nei404.asp	20,806	5.78%	39,483	00:01:08	117
3.	Facts About Glaucoma http:// www.nei.nih.gov/ health/ glaucoma/ glaucoma_facts. htm	13,472	3.74%	15,833	00:06:07	5
4.	Facts About Cataract http:// www.nei.nih.gov/ health/ cataract/ cataract_facts. htm	9,203	2.56%	10,697	00:05:05	5
5.	<i>Page Has No Title</i> http:// www.nei.nih.gov/ nei_scripts/ search/ queryhit.idq	7,762	2.16%	16,892	00:01:01	169
6.	Diagram of the Eye http:// www.nei.nih.gov/ health/ eyediagram/	7,446	2.07%	9,049	00:02:47	26
7.	Health Information http:// www.nei.nih.gov/ health/	7,380	2.05%	9,204	00:01:10	42
8.	Facts About Age–Related Macular Degeneration http:// www.nei.nih.gov/ health/ macularden/ armd_facts. htm	7,337	2.04%	8,591	00:04:43	51
9.	Age–Related Eye Disease Study http:// www.nei.nih.gov/ amd/	6,056	1.68%	9,446	00:00:54	32
10.	Facts About Diabetic Retinopathy http:// www.nei.nih.gov/ health/ diabetic/ retinopathy.htm	6,035	1.68%	6,928	00:04:20	5
11.	Photos, Images, and Videos http:// www.nei.nih.gov/ photo/	5,761	1.60%	7,921	00:00:51	52
12.	Facts About the Cornea and Corneal Disease http:// www.nei.nih.gov/ health/ cornealdisease/	5,062	1.41%	5,767	00:04:52	45
13.	<i>Page Has No Title</i> http:// www.nei.nih.gov/ robots.txt	4,260	1.18%	4,708	00:01:29	792
14.	Research Funding http:// www.nei.nih.gov/ funding/	4,023	1.12%	4,610	00:01:09	59
15.	Blepharitis Resource Guide http:// www.nei.nih.gov/ health/ blepharitis/	3,383	0.94%	3,817	00:02:40	85
16.	Normal Eye Anatomy http:// www.nei.nih.gov/ photo/ eyean/	3,201	0.89%	4,195	00:02:36	33
17.		3,161	0.88%	3,357	00:02:46	6

	Talking to Your Doctor http:// www.nei.nih.gov/ health/ talktodoc.htm					
18.	Clinical Studies http:// www.nei.nih.gov/ neitrials/	3,007	0.84%	3,589	00:00:54	17
19.	Are You At Risk for Cataract? http:// www.nei.nih.gov/ health/ cataract/ cataract_risk. htm	2,962	0.82%	3,249	00:03:17	6
20.	Histoplasmosis Resource Guide http:// www.nei.nih.gov/ health/ histoplasmosis/	2,949	0.82%	3,364	00:03:26	82
	Subtotal	152,826	42.44%	220,328	121	74
	Other	207,267	57.56%	240,598	96	99
	Total	360,093	100.00%	460,926	107	87

Top Pages – Help Card

? Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page. Any file requested with a POST command is treated as a pageview, and also as an Uploaded File. If the page has a title, the title of the page and the URL are shown. Otherwise, the URL and the phrase "Page Has No Title" appear.

Visits – Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Views – Number of times this page was viewed by visitors.

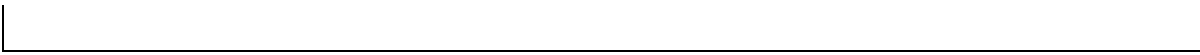
% – Percentage of the total visits in which the visitor viewed this page at least once.

Average Time Viewed – Average length of time the specified page was viewed. (The format is hh:mm:ss – hours:minutes:seconds.)

Average Time to Serve – Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.

Note: Zero values in this column probably indicates that your web server is not logging Time to Serve information.

💡 Pages with good content and design are more likely to attract visitors and be revisited. Less popular pages on a site can be made more appealing by improving the content or incorporating design elements similar to that on the more important pages. Always remember that people are far more interested in content than in design, and average view times can help determine which content is most important to your visitors.




Top Content Groups

This report identifies the most popular groups of web site pages and how often they were visited.

No data for this section in the log data analyzed.

Top Content Groups – Help Card

 **Content Group** – A defined group of web pages with specific things in common, such as the same types of products, services, or information.


Group Name – Name of the content group being analyzed.

Total – The sum of the visit counts for the content groups. During a single visit, the visitor may view pages in zero, one, or multiple content groups, causing some visits to be omitted from this total and some visits to be counted more than once.

Visits – Number of visits where the visitor viewed at least one page in the specified content group. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

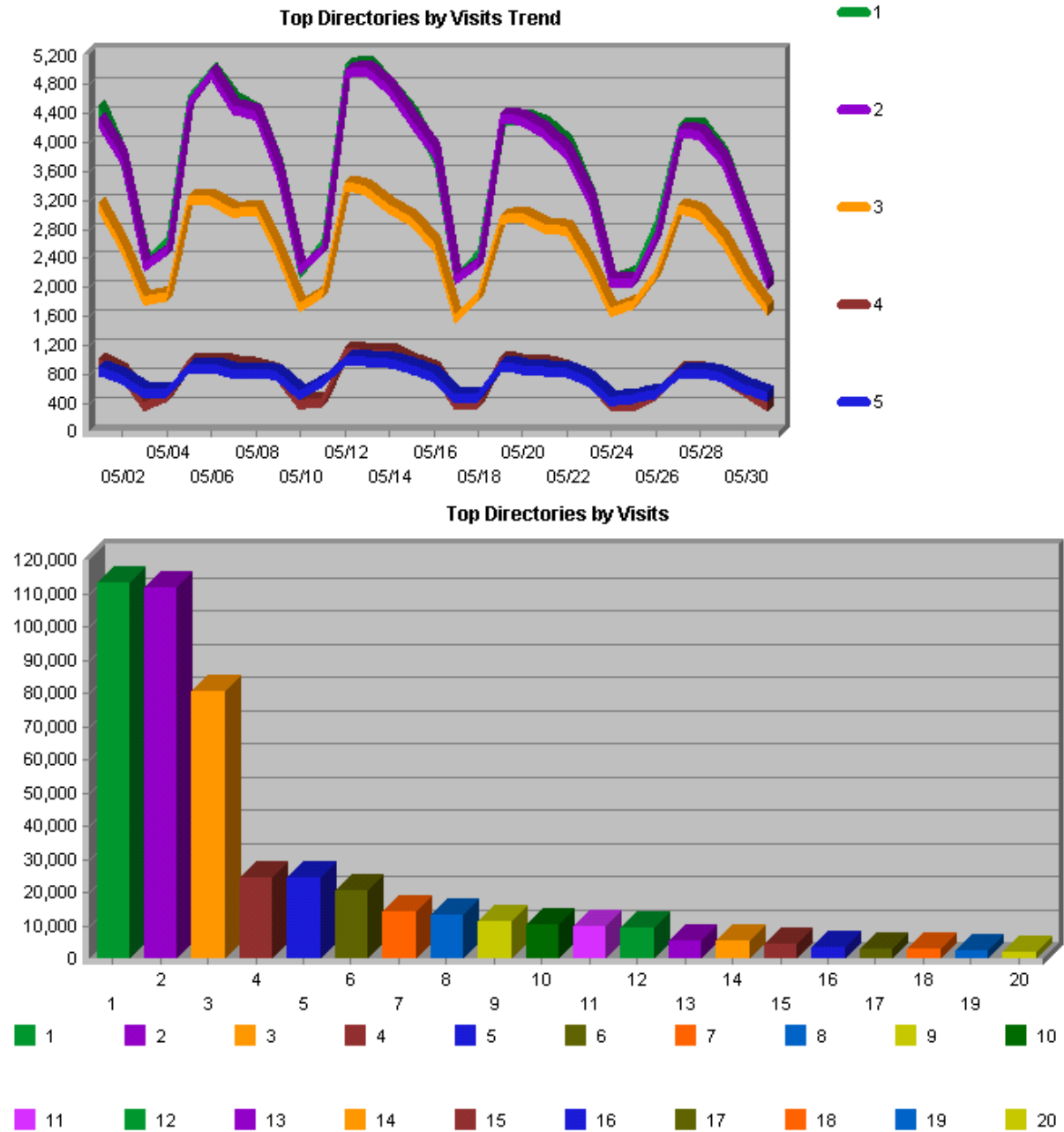
Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

 The information on this page can show you which content groups were most popular. This will reveal the reasons people visit your web site, and what is most interesting and least interesting to them.

Top Directories

This report lists the most commonly accessed directories on your web site. This information can help determine the types of data most often requested.



Top Directories

	Path To Directory	Visits	%	Hits	Kbytes Transferred
1.	http://www.nei.nih.gov/images	113,622	23.24%	2,211,195	2,092,987
2.	http://www.nei.nih.gov/	112,152	22.94%	303,017	241,016
3.	http://www.nei.nih.gov/health	80,493	16.46%	381,612	4,782,991
4.	http://www.nei.nih.gov/NEI_images	24,504	5.01%	250,524	459,098
5.	http://www.nei.nih.gov/tools	24,430	5.00%	52,967	3,606
6.	http://www.nei.nih.gov/photo	20,767	4.25%	288,169	1,799,489
7.	http://www.nei.nih.gov/neitrials	14,321	2.93%	83,928	425,679
8.	http://www.nei.nih.gov/news	13,448	2.75%	32,845	194,057
9.	http://www.nei.nih.gov/nehep	11,441	2.34%	71,129	1,587,545
10.	http://www.nei.nih.gov/amd	10,727	2.19%	34,670	121,913
11.	http://www.nei.nih.gov/publications	9,760	2.00%	13,455	2,558
12.	http://www.nei.nih.gov/nei_scripts	9,478	1.94%	41,991	393,327
13.	http://www.nei.nih.gov/Intramural	5,785	1.18%	26,976	590,713
14.	http://www.nei.nih.gov/funding	5,551	1.14%	13,343	2,603
15.	http://www.nei.nih.gov/resources	4,558	0.93%	16,450	897,469
16.	http://www.nei.nih.gov/education	3,706	0.76%	10,875	153,337
17.	http://www.nei.nih.gov/order	3,252	0.67%	8,457	42,485
18.	http://www.nei.nih.gov/eyedata	3,232	0.66%	22,196	1,574,959
19.	http://www.nei.nih.gov/about	2,544	0.52%	5,845	905
20.	http://www.nei.nih.gov/jobs	2,340	0.48%	6,165	3,086
	Subtotal	476,111	97.39%	3,875,809	15,369,813
	Other	12,781	2.61%	33,472	151,060
	Total	488,892	100.00%	3,909,281	15,520,872

Top Directories – Help Card



Path to Directory – The full URL path to the directory being analyzed.

Visits – Number of visits to pages within the specified directory. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Kbytes Transferred – Number of kilobytes of data transferred by the server from the specified directory to your visitors.

% – Percentage of visits or hits to, or kilobytes of data transferred from the specified

directory compared to all other directories.



—

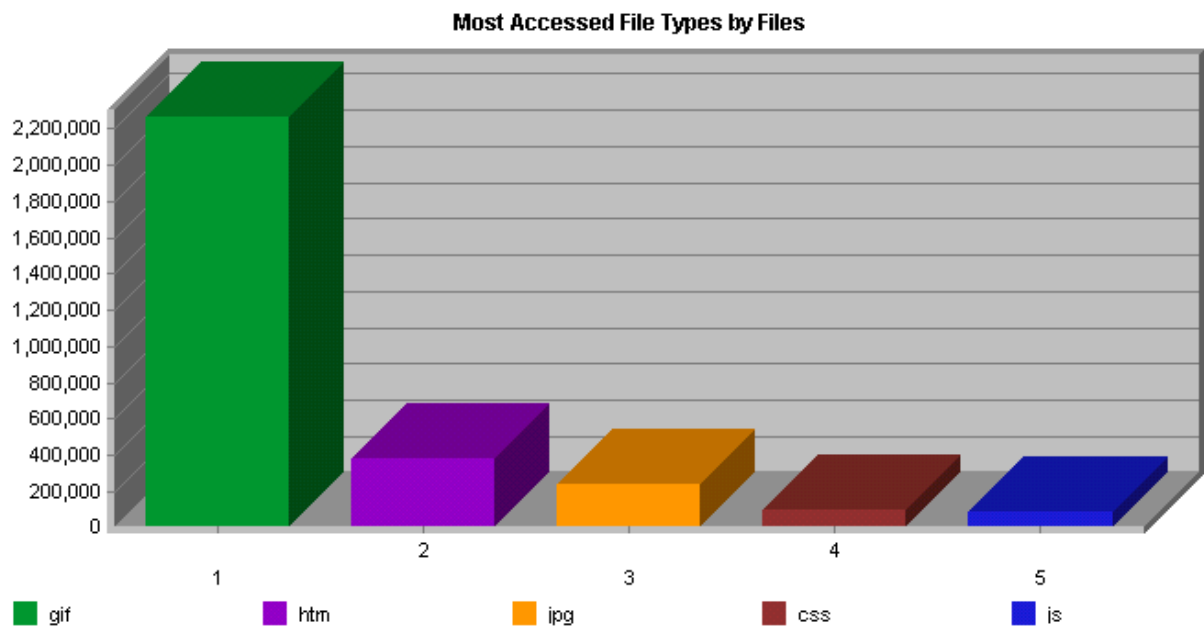
This report indicates the content visitors are most interested in. Use this information to determine which content areas to develop further, which areas to focus on less, and how you can arrange your content most effectively. If the table is sorted by kilobytes of data transferred, this page reveals what kind of data the server spends the most time transferring, and may suggest different ways to organize your data, or different ways to distribute the server load if you have more than one server.

Files Dashboard

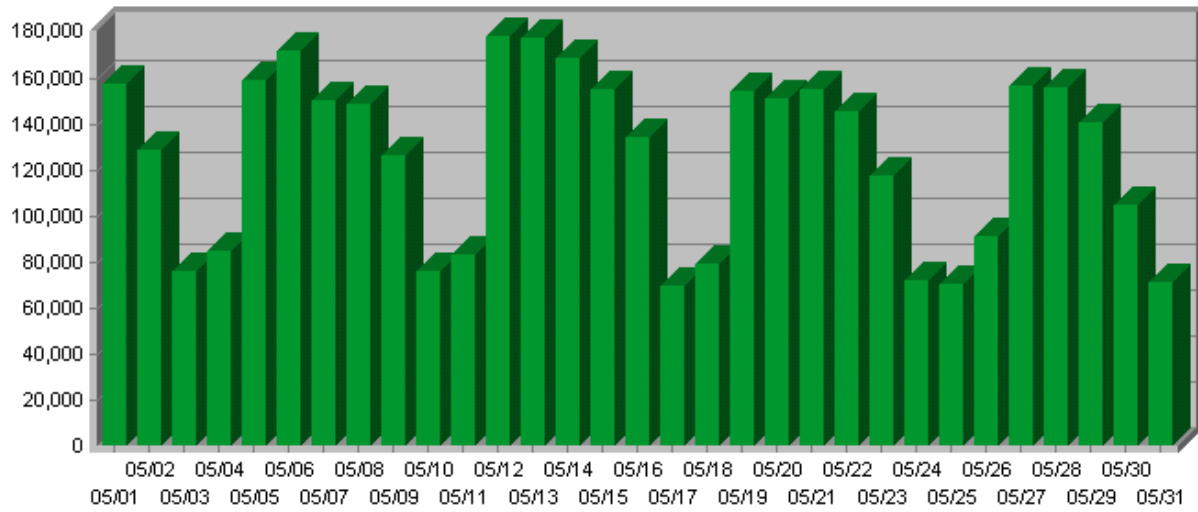
This displays key graphs and tables that provide an overview of the Files chapter. Click on the title of a graph or table to navigate to the corresponding page.

Hit Summary

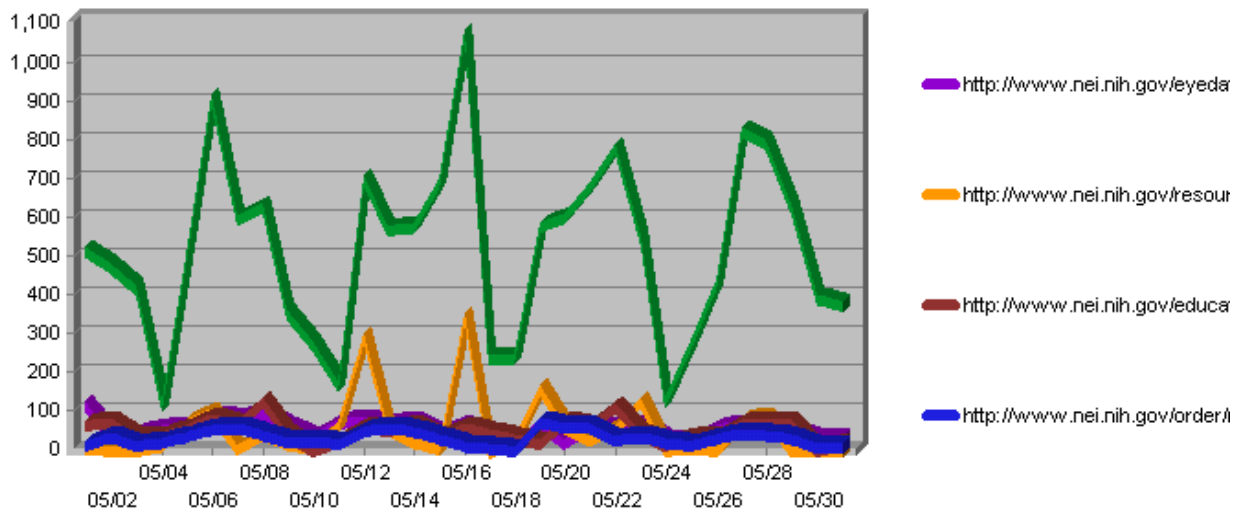
Successful Hits for Entire Site	3,909,281
Average Hits per Day	126,105
Home Page Hits	49,628

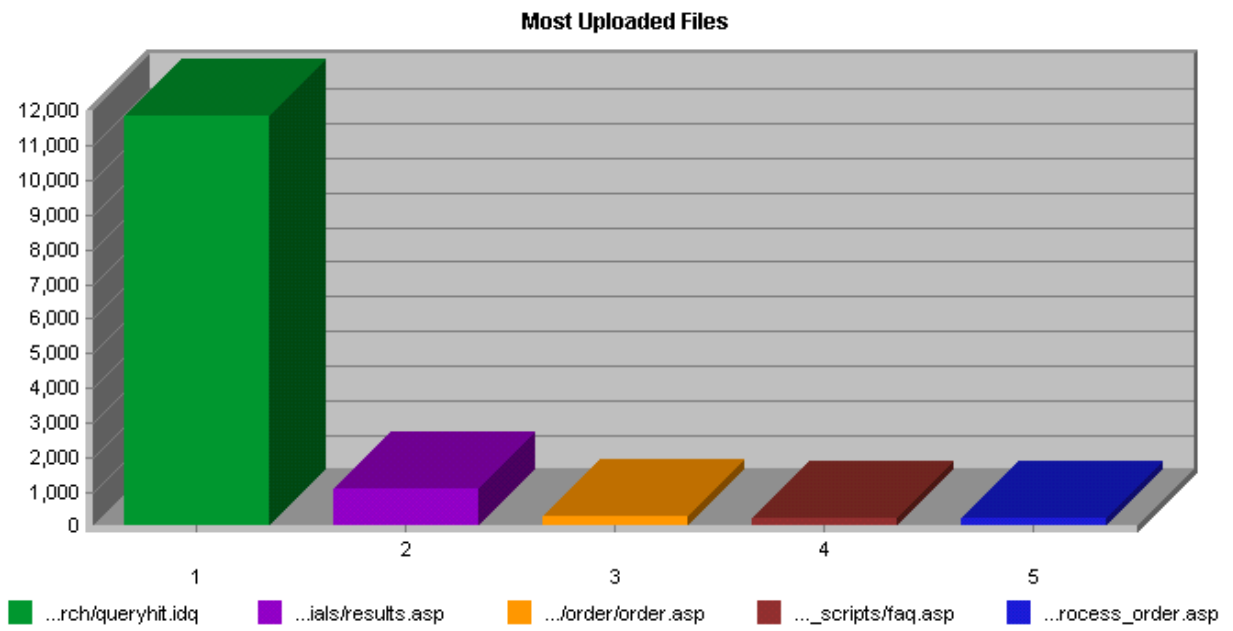


Hits Trend



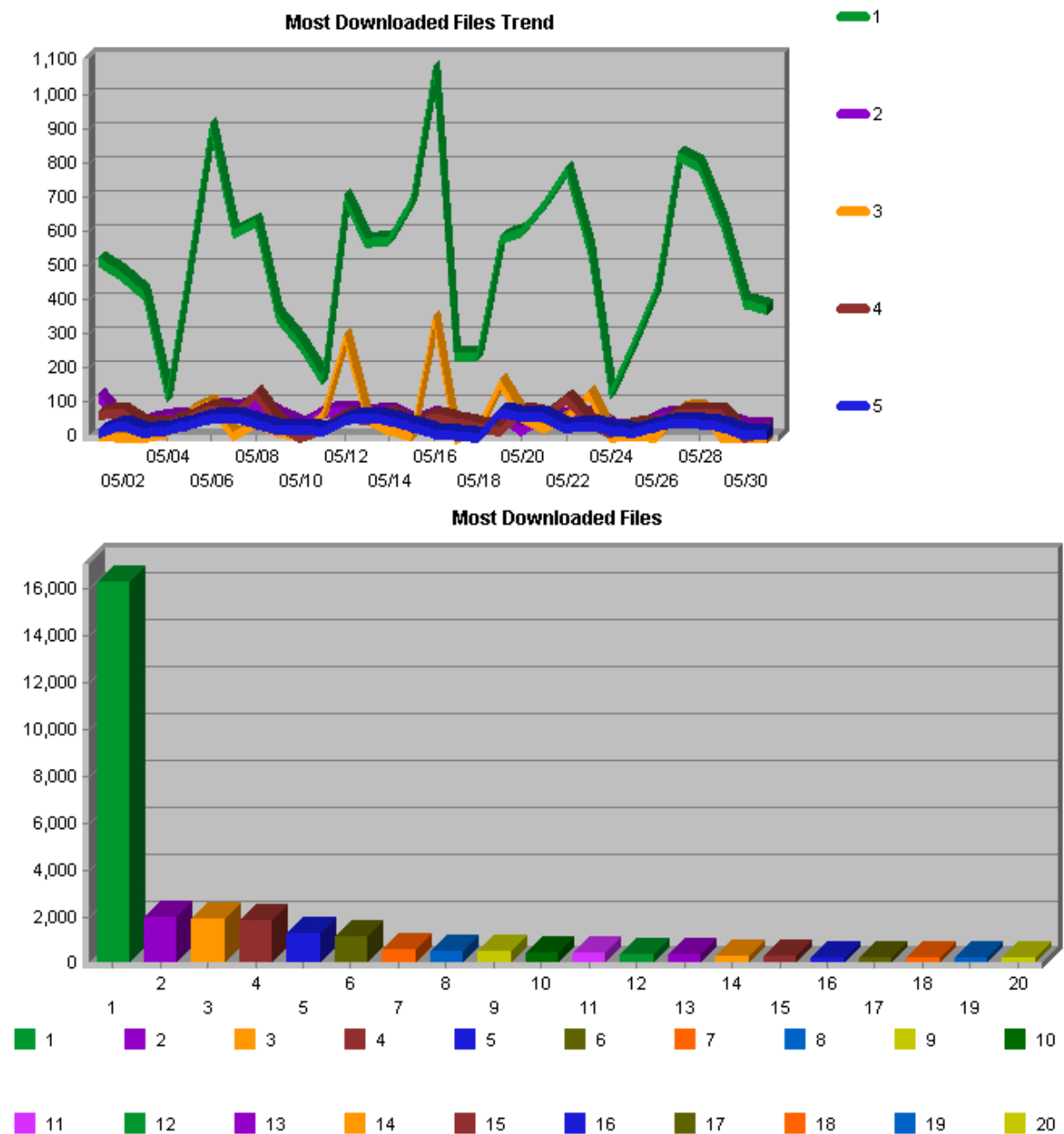
Most Downloaded Files Trend





Most Downloaded Files

This report identifies the most popular files downloaded from your site.




Most Downloaded Files

	Downloaded Files	Downloads	%	Visits
1.	http://www.nei.nih.gov/eyedata/pdf/VPUS.pdf	16,307	50.18%	1,030
2.	http://www.nei.nih.gov/eyedata/pdf/vpus_usmap.pdf	1,964	6.04%	569
3.	http://www.nei.nih.gov/resources/strategicplans/nei_vision_report.pdf	1,906	5.87%	158
4.	http://www.nei.nih.gov/education/visionschool/schintro/VISIONSchoolProgram.pdf	1,820	5.60%	371
5.	http://www.nei.nih.gov/order/materials.pdf	1,278	3.93%	464
6.	http://www.nei.nih.gov/nehep/pdf/DEDQTest.pdf	1,119	3.44%	386
7.	http://www.nei.nih.gov/gam/pdfs/EyeQTest.pdf	580	1.78%	297
8.	http://www.nei.nih.gov/news/statements/cemas.pdf	526	1.62%	183
9.	http://www.nei.nih.gov/resources/strategicplans/NEI_Executive~Summary.pdf	489	1.50%	88
10.	http://www.nei.nih.gov/amd/pdf/VisionChart_AColor.pdf	466	1.43%	198
11.	http://www.nei.nih.gov/amd/pdf/VisionChart_CColor.pdf	463	1.42%	187
12.	http://www.nei.nih.gov/news/statements/comet.pdf	384	1.18%	111
13.	http://www.nei.nih.gov/Intramural/pdf/Review2.PDF	378	1.16%	61
14.	http://www.nei.nih.gov/nehep/pdf/OjoQTest.pdf	323	0.99%	150
15.	http://www.nei.nih.gov/news/meetings/cemas.pdf	319	0.98%	103
16.	http://www.nei.nih.gov/resources/visionfunction/manual_cm2000.pdf	246	0.76%	62
17.	http://www.nei.nih.gov/amd/pdf/VisionChart_BColor.pdf	239	0.74%	110
18.	http://www.nei.nih.gov/intramural/lsr/rex/rex.pdf	231	0.71%	43
19.	http://www.nei.nih.gov/amd/pdf/VisionChart_CBW.pdf	220	0.68%	105
20.	http://www.nei.nih.gov/nehep/eyesite/pdf/infopack.pdf	208	0.64%	45
	Subtotal	29,466	90.68%	4,721

Other	3,030	9.32%	1,553
Total	32,496	100.00%	6,274


Most Downloaded Files – Help Card

 **Downloads** – Number of times the specified file was downloaded by a visitor. If an error occurred during a transfer, the transfer is not counted.

Files – The path and filename of the file being analyzed.

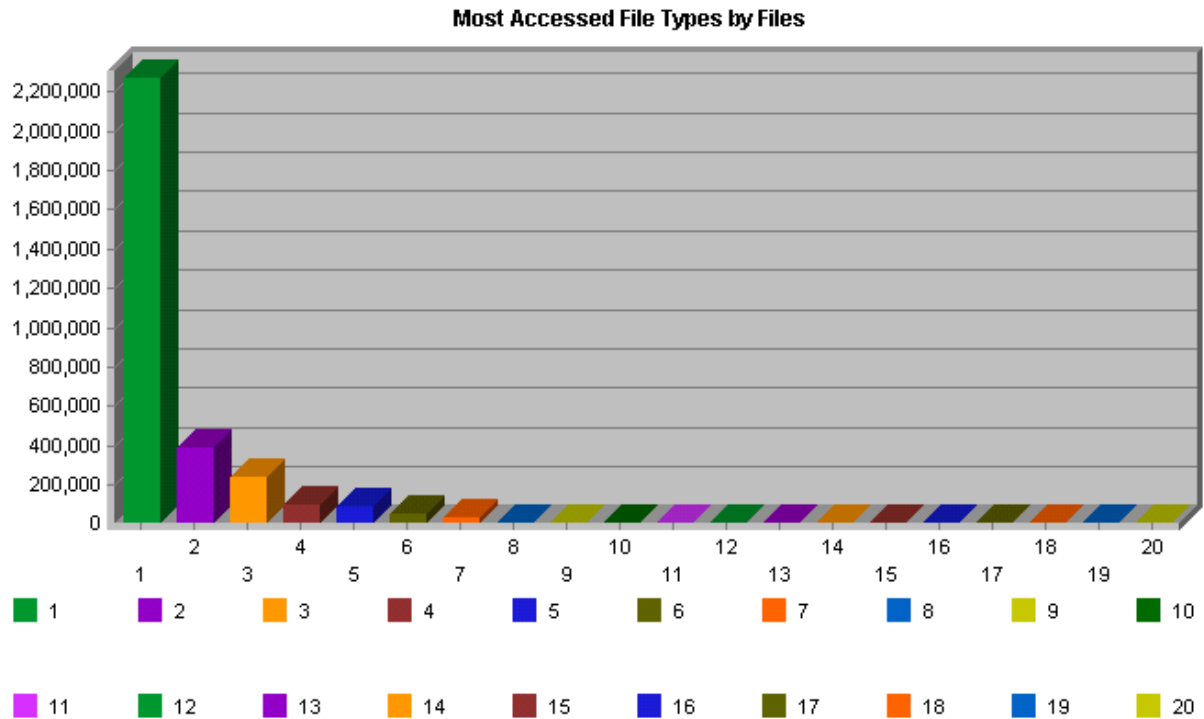
Visits – The number of unique visitors who downloaded the specified file. If an error occurred in the transfer, the transfer is not counted.

% – Percentage of times the specified file was downloaded compared to all downloaded files.

 This information shows you the most popular downloadable files on your web site. Files that don't appear on the list, or appear low on the list, may require maintenance such as decreasing the file size, improving link placement, or elimination to make room for more popular content.

Most Accessed File Types

This report identifies the types of files accessed on your site and the total number of kilobytes of data transferred for each file type. Cached requests and erred hits are excluded from the totals. The types of files accessed are listed in descending order.




Most Accessed File Types

	File Type	Files	%	Kbytes Transferred
1.	gif	2,263,718	71.35%	8,301,624
2.	htm	383,368	12.08%	7,420
3.	jpg	239,919	7.56%	2,525,799
4.	css	100,844	3.18%	212,395
5.	js	87,558	2.76%	37,618
6.	asp	52,776	1.66%	509
7.	pdf	31,763	1.00%	3,622,102
8.	idq	5,053	0.16%	130,426
9.	txt	4,492	0.14%	2,379
10.	html	801	0.03%	155
11.	xls	606	0.02%	39,514
12.	mov	485	0.02%	56,085
13.	rm	439	0.01%	94,785
14.	png	284	0.01%	3,311

15.	xml	186	0.01%	1,681
16.	ida	134	0.00%	23
17.	wmz	62	0.00%	1,297
18.	ppt	55	0.00%	62,412
19.	mpg	36	0.00%	51,485
20.	wmf	16	0.00%	197
	Subtotal	3,172,595	100.00%	15,151,205
	Other	34	0.00%	126,713
	Total	3,172,629	100.00%	15,277,918


Most Accessed File Types – Help Card

 **File Type** – Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type "gif."

Files – Number of files of the specified type accessed by visitors to your site.

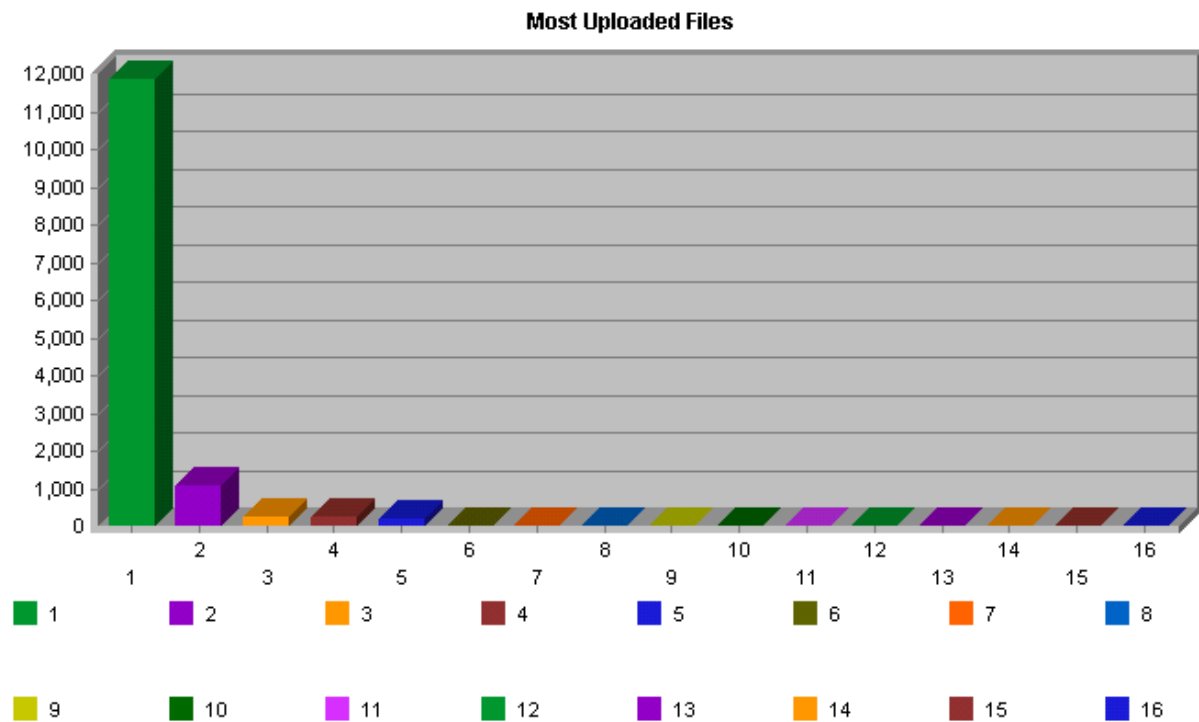
Kbytes Transferred – Number of kilobytes of data transferred for all files of the specified type.

% – Percentage of all kilobytes of data transferred for the specified file type.

 This report provides general statistics for the type of data that visitors access on your site.

Most Uploaded Files

This report identifies the most popular files uploaded using FTP PUT, HTTP PUT, or HTTP POST.



Most Uploaded Files

	Uploaded Files	Visits	Uploads	%
1.	http://www.nei.nih.gov/nei_scripts/search/queryhit.idq	7,132	11,857	86.41%
2.	http://www.nei.nih.gov/neitrials/results.asp	614	1,074	7.83%
3.	http://www.nei.nih.gov/order/order.asp	226	275	2.00%
4.	http://www.nei.nih.gov/nei_scripts/faq.asp	226	256	1.87%
5.	http://www.nei.nih.gov/order/process_order.asp	197	216	1.57%
6.	http://www.nei.nih.gov/cgi-bin/csus.cgi	8	29	0.21%
7.	http://www.nei.nih.gov/nei_scripts/gam_order.asp	1	2	0.01%
8.	http://www.nei.nih.gov/health/diabetic/retinopathy.htm	2	2	0.01%
9.	http://www.nei.nih.gov/nehep/pupila.htm	1	2	0.01%
10.	http://www.nei.nih.gov/nei_scripts/order.asp	1	2	0.01%
11.		1	1	0.01%

	http://www.nei.nih.gov/nei_scripts/eyesite_form.asp			
12.	http://www.nei.nih.gov/health/diabetic/ded_risk.htm	1	1	0.01%
13.	http://www.nei.nih.gov/health/cataract/cataract_facts.htm	1	1	0.01%
14.	http://www.nei.nih.gov/publications/retinopathy.htm	1	1	0.01%
15.	http://www.nei.nih.gov/health/glaucoma/glaucoma_facts.htm	1	1	0.01%
16.	http://www.nei.nih.gov/health/espanol/glaucoma_corre.htm	1	1	0.01%
Total		8,414	13,721	100.00%

Most Uploaded Files – Help Card



Files – The path and filename of the uploaded file being analyzed.

Top Uploads – Number of times the specified file was uploaded to your site. If an error occurred during a transfer, the transfer is not counted.

Visits – Number of visits to your site where the specified file was uploaded. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times the specified file was uploaded compared with all uploaded files.



You may want to run virus scans on uploaded files.

URL 1D Parameter Analysis by Visits

This report shows how often each page/parameter pair—or dynamic page—was visited.

No data for this section in the log data analyzed.

URL 1D Parameter Analysis by Visits – Help Card



Description – The dynamic page requested using the parameter value in the next column. Only dynamic pages and parameters that the system administrator configured to be tracked are listed. If an error occurred during a transfer, the transfer is not counted.

Hits – Number of hits where this page used this parameter. Each file requested by a visitor registers as a hit.

Parameter Value – Parameter value being tracked. Only dynamic pages and parameters the system administrator configured to be tracked are listed. If an error occurred during a transfer, the transfer is not counted.

Total – Note that a request may include more than one parameter, causing a single visit to be counted multiple times. The Total shown in the Visits column is for Visits multiplied by parameters per visit.

Visits – Number of visits where this page used this parameter. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – If one visit includes hits for multiple dynamic pages, as is often the case, each parameter is counted every time it is used. As a result, the total may exceed 100%.

Subtotal – Total of data rows for the first set of items displayed in table.

Other – Total of data rows for items next set(s).




If you use URL Parameter Analysis to track products, you can determine which products interest visitors the most.

URL 1D Parameter Analysis by Hits

This report shows how often each page/parameter pair—or dynamic page—was visited.

No data for this section in the log data analyzed.

URL 1D Parameter Analysis by Hits – Help Card

 **Description** – The dynamic page requested using the parameter value in the next column. Only dynamic pages and parameters that the system administrator configured to be tracked are listed. If an error occurred during a transfer, the transfer is not counted.

Hits – Number of hits where this page used this parameter. Each file requested by a visitor registers as a hit.

Parameter Value – Parameter value being tracked. Only dynamic pages and parameters the system administrator configured to be tracked are listed. If an error occurred during a transfer, the transfer is not counted.


Total – Note that a request may include more than one parameter, causing a single visit to be counted multiple times. The Total shown in the Visits column is for Visits multiplied by parameters per visit.

Visits – Number of visits where this page used this parameter. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – If one visit includes hits for multiple dynamic pages, as is often the case, each parameter is counted every time it is used. As a result, the total may exceed 100%.

Subtotal – Total of data rows for the first set of items displayed in table.

Other – Total of data rows for items next set(s).

—
 If you use URL Parameter Analysis to track products, you can determine which products interest visitors the most.

URL 2D Parameter Analysis

This report identifies the most frequently used values given for parameters in dynamic pages delivered by the server. This shows only dynamic pages and parameters the system administrator configured to be tracked. If an error occurred during a transfer, the transfer is not counted. The table lists each primary parameter value found in the URL and then for each file/primary parameter pair. The values for the secondary parameter are also listed.

No data for this section in the log data analyzed.

URL 2D Parameter Analysis – Help Card



First Time Visitors – Number of visitors who entered the specified values for the two parameters and had not visited your web site before.

Hits – Number of hits from visitors who entered the specified values for the two parameters. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Visits – Number of visits by visitors who entered the specified values for the two parameters. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Total – Note that a request may include more than one parameter, causing a single hit or visit to be counted multiple times. The Total in the Hits column is for Hits multiplied by parameters per hit. The Total shown in the Visits column is for Visits multiplied by parameters per visit. The Total shown in the First Time Visitors column is for First Time Visitors multiplied by parameters per visit. As a result, the total may exceed 100%.

Subtotal – Total of data rows for the first set of items displayed in table.

Other – Total of data rows for items next set(s).



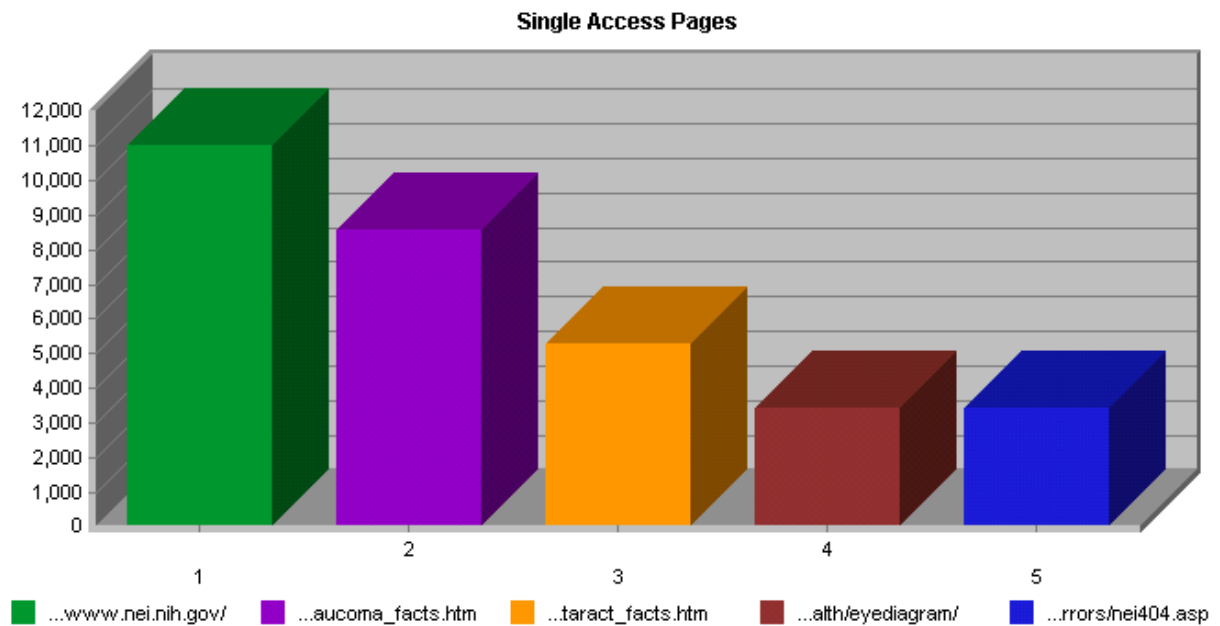
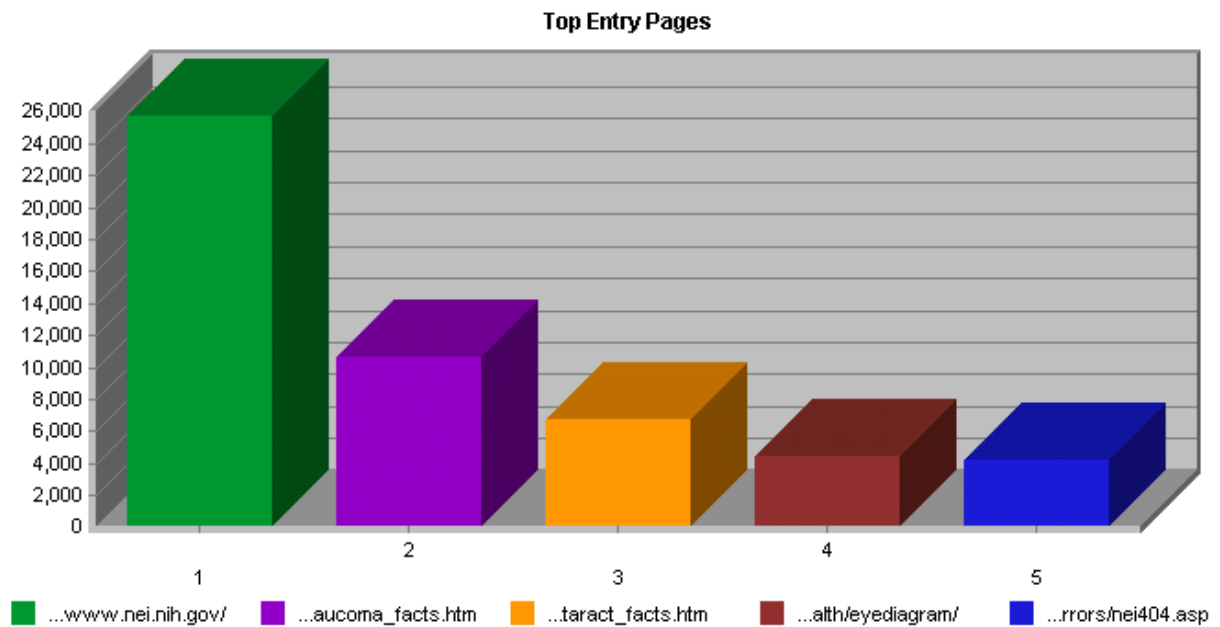
The tables on this page have a different structure than most of the other tables in this report. Two of the column headings are variables.

The first column heading is the name of the first parameter being tracked. The second column heading is the name of the second parameter being tracked. The cells in the first column refer to the content given to the first parameter, and the cells in the second column refer to the content given to the second parameter.

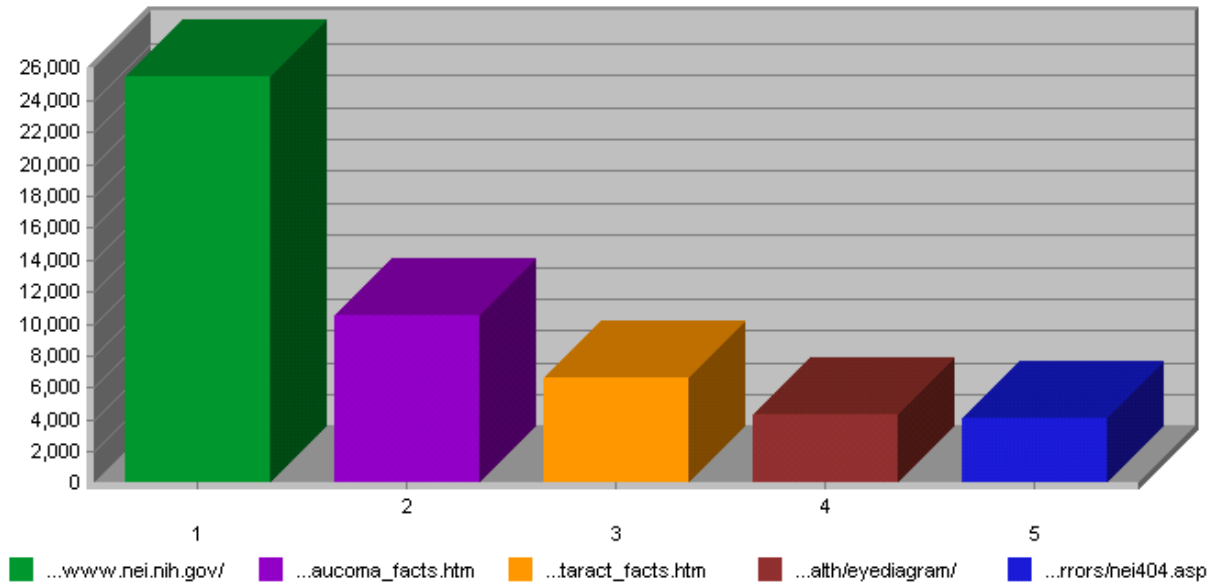
The name of each table is the URL Parameter Analysis name specified when this parameter tracking was configured.

Navigation Dashboard

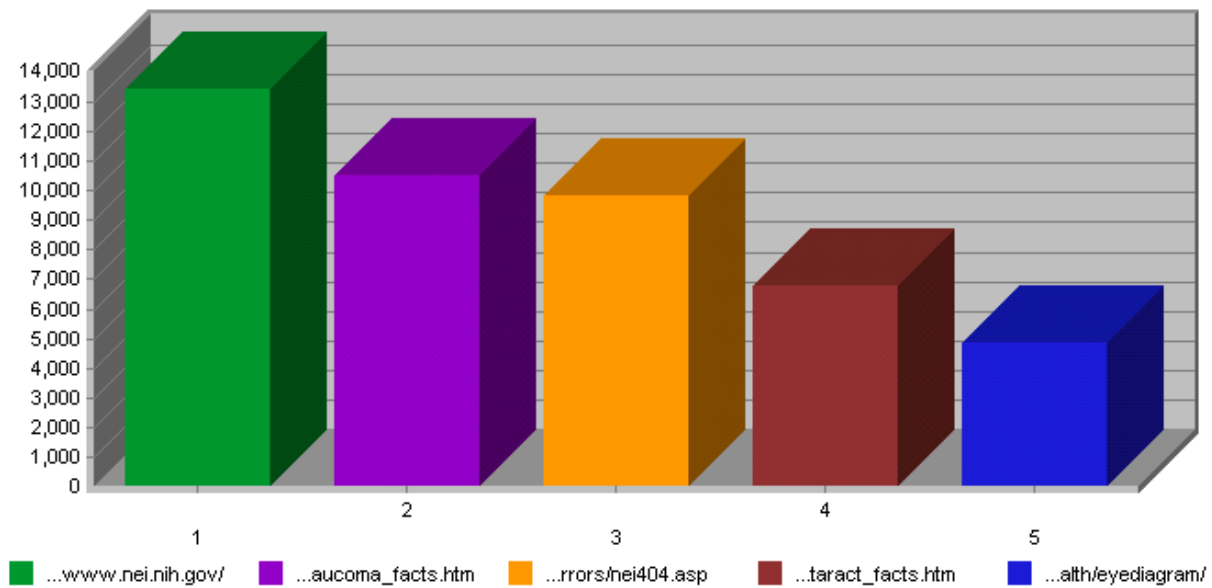
This dashboard summarizes important information related to online navigation.



Top Entry Files

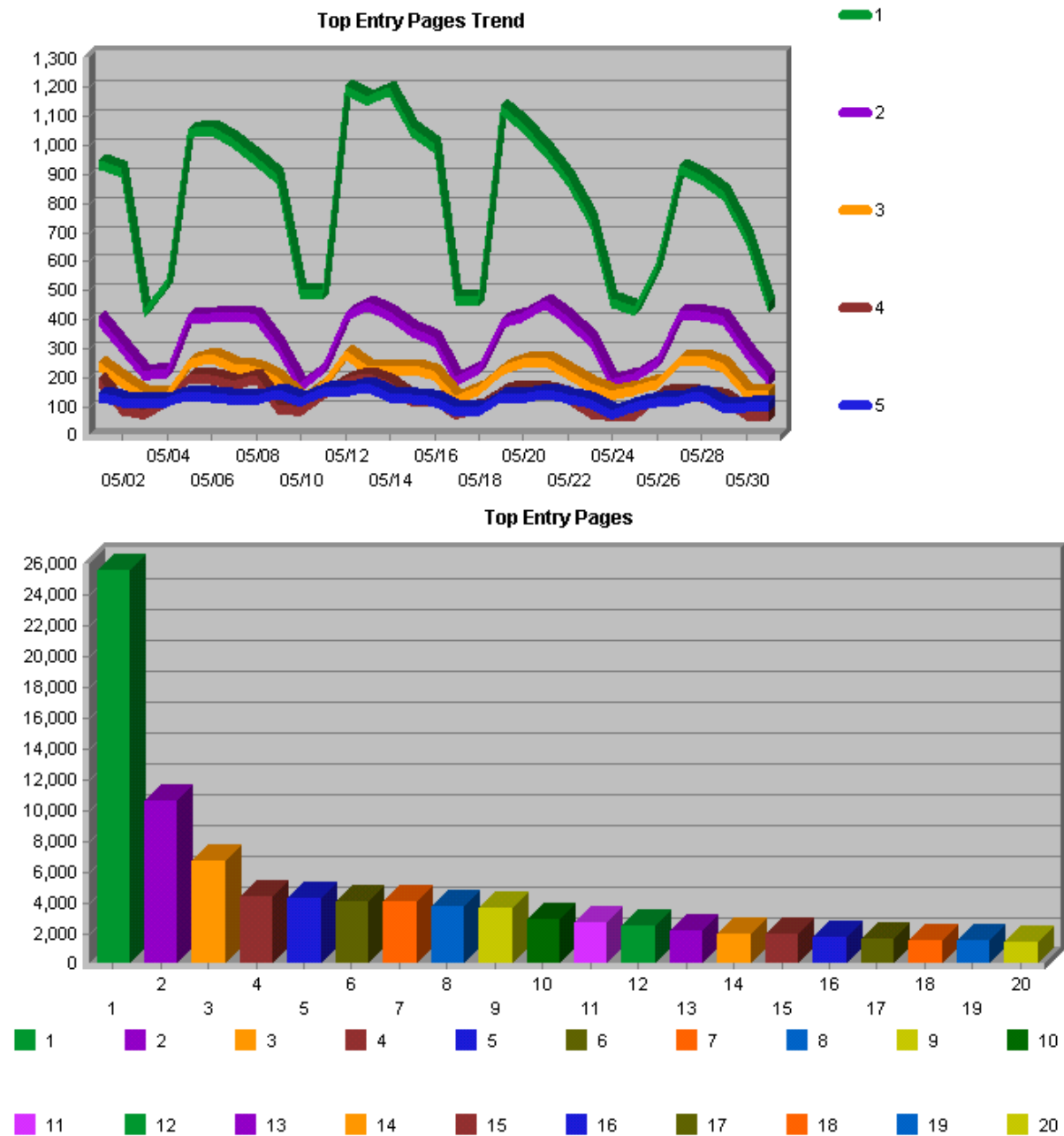


Top Exit Pages



Top Entry Pages

This report identifies the first page viewed when a visitor visits your site. The most common entry page is usually the home page, but other common entry pages include specific URLs that visitors type, pages that have been bookmarked, or pages referred to by other sites.



Top Entry Pages

	Pages	Visits	%
1.	National Eye Institute of the National Institutes of Health http:// www.nei.nih.gov/	25,674	16.85%
2.	Facts About Glaucoma http:// www.nei.nih.gov/ health/ glaucoma/ glaucoma_facts. htm	10,591	6.95%
3.	Facts About Cataract http:// www.nei.nih.gov/ health/ cataract/ cataract_facts. htm	6,678	4.38%
4.	Diagram of the Eye http:// www.nei.nih.gov/ health/ eyediagram/	4,425	2.90%
5.	NEI – Information Has Been Moved http:// www.nei.nih.gov/ tools/ errors/ nei404.asp	4,236	2.78%
6.	<i>Page Has No Title</i> http:// www.nei.nih.gov/ robots.txt	4,061	2.66%
7.	Facts About Diabetic Retinopathy http:// www.nei.nih.gov/ health/ diabetic/ retinopathy.htm	4,034	2.65%
8.	Age–Related Eye Disease Study http:// www.nei.nih.gov/ amd/	3,802	2.49%
9.	Facts About Age–Related Macular Degeneration http:// www.nei.nih.gov/ health/ maculardegen/ armd_facts. htm	3,666	2.41%
10.	Facts About the Cornea and Corneal Disease http:// www.nei.nih.gov/ health/ cornealdisease/	2,925	1.92%
11.	Photos, Images, and Videos http:// www.nei.nih.gov/ photo/	2,715	1.78%
12.	Blepharitis Resource Guide http:// www.nei.nih.gov/ health/ blepharitis/	2,470	1.62%
13.	Research Funding http:// www.nei.nih.gov/ funding/	2,119	1.39%
14.	Histoplasmosis Resource Guide http:// www.nei.nih.gov/ health/ histoplasmosis/	1,942	1.27%
15.	Health Information http:// www.nei.nih.gov/ health/	1,925	1.26%
16.	Are You At Risk for Cataract? http:// www.nei.nih.gov/ health/ cataract/ cataract_risk. htm	1,695	1.11%
17.	Eye Charts http:// www.nei.nih.gov/ photo/ charts/	1,672	1.10%

18.	<i>Page Has No Title</i> http:// www.nei.nih.gov/ publications/ armd-p.htm	1,505	0.99%
19.	<i>Page Has No Title</i> http:// www.nei.nih.gov/ publications/ glauc-pat.htm	1,489	0.98%
20.	<i>Page Has No Title</i> http:// www.nei.nih.gov/ publications/ diabeye.htm	1,384	0.91%
Subtotal		89,008	58.40%
Other		63,392	41.60%
Total		152,400	100.00%

Top Entry Pages – Help Card

? Entry Page – The first page viewed during a visit to your web site. If a visit consists only of hits to non-page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits.

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page. Any file requested with a POST command is treated as a pageview, and also as an Uploaded File. If the page has a title, the title of the page and the URL are shown. Otherwise, the URL and the phrase "Page Has No Title" appear.

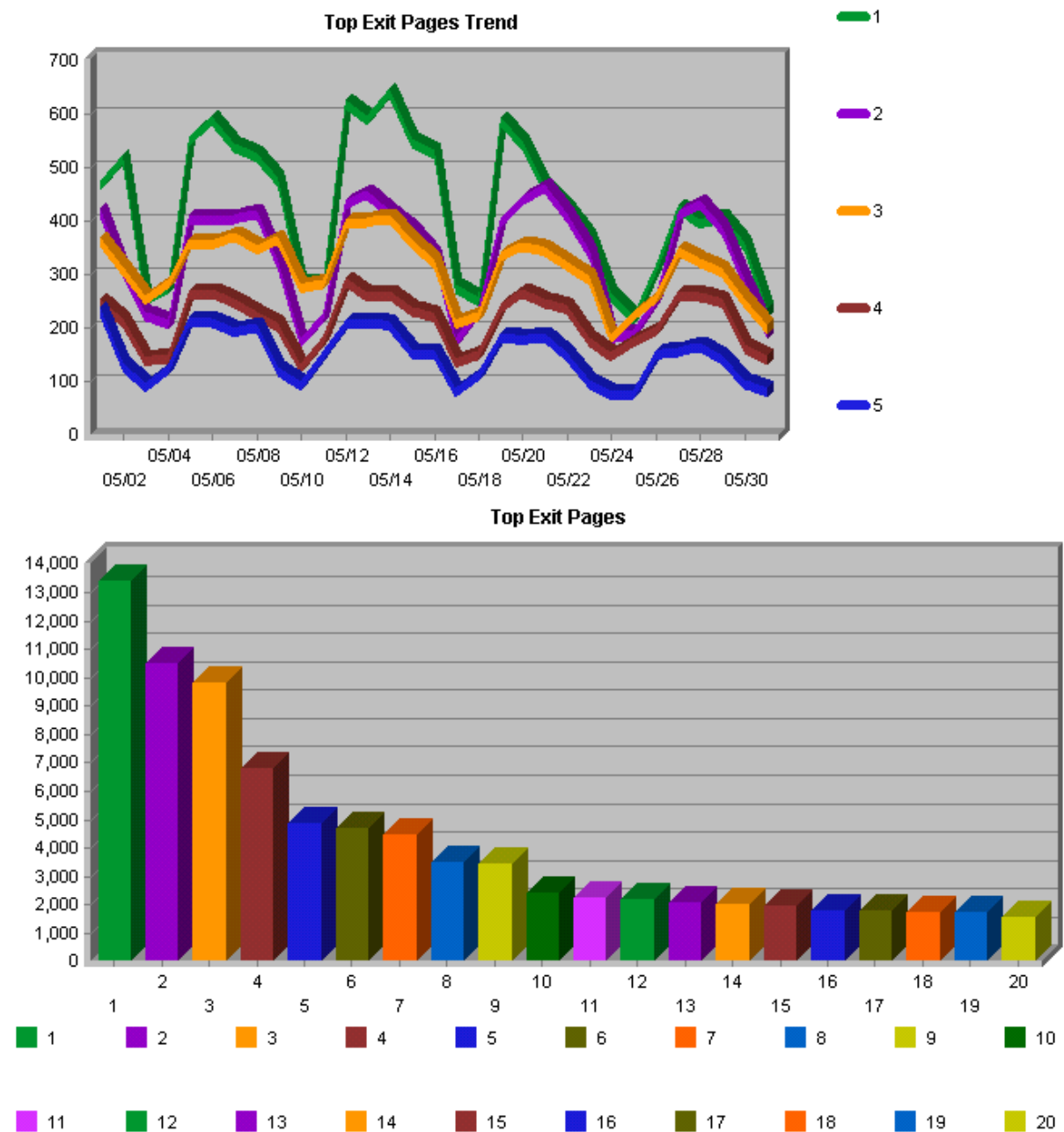
Visits – Number of visits where the specified page was the entry page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times this page was the entry page compared with other entry pages.

💡 This information can indicate how you might want to optimize the architecture of your web site based on where your visitors are entering. It can also help you determine which external links are most effective. Consider updating meta tags and links.

Top Exit Pages

This report identifies the last page visitors viewed before they left your site.



Top Exit Pages

	Pages	Visits	%
1.	National Eye Institute of the National Institutes of Health http:// www.nei.nih.gov/	13,388	8.78%
2.	Facts About Glaucoma http:// www.nei.nih.gov/ health/ glaucoma/ glaucoma_facts. htm	10,515	6.90%
3.	NEI – Information Has Been Moved http:// www.nei.nih.gov/ tools/ errors/ nei404.asp	9,832	6.45%
4.	Facts About Cataract http:// www.nei.nih.gov/ health/ cataract/ cataract_facts. htm	6,783	4.45%
5.	Diagram of the Eye http:// www.nei.nih.gov/ health/ eyediagram/	4,847	3.18%
6.	Facts About Age–Related Macular Degeneration http:// www.nei.nih.gov/ health/ macularden/ armd_facts. htm	4,677	3.07%
7.	Facts About Diabetic Retinopathy http:// www.nei.nih.gov/ health/ diabetic/ retinopathy.htm	4,485	2.94%
8.	Facts About the Cornea and Corneal Disease http:// www.nei.nih.gov/ health/ cornealdisease/	3,517	2.31%
9.	<i>Page Has No Title</i> http:// www.nei.nih.gov/ nei_scripts/ search/ queryhit.idq	3,419	2.24%
10.	Blepharitis Resource Guide http:// www.nei.nih.gov/ health/ blepharitis/	2,407	1.58%
11.	Age–Related Eye Disease Study http:// www.nei.nih.gov/ amd/	2,256	1.48%
12.	Research Funding http:// www.nei.nih.gov/ funding/	2,210	1.45%
13.	<i>Page Has No Title</i> http:// www.nei.nih.gov/ robots.txt	2,050	1.35%
14.	Talking to Your Doctor http:// www.nei.nih.gov/ health/ talktodoc.htm	1,995	1.31%
15.	Histoplasmosis Resource Guide http:// www.nei.nih.gov/ health/ histoplasmosis/	1,936	1.27%
16.	Are You At Risk for Cataract? http:// www.nei.nih.gov/ health/ cataract/ cataract_risk. htm	1,784	1.17%

17.	Photos, Images, and Videos http:// www.nei.nih.gov/ photo/	1,766	1.16%
18.	Health Information http:// www.nei.nih.gov/ health/	1,753	1.15%
19.	Normal Eye Anatomy http:// www.nei.nih.gov/ photo/ eyean/	1,736	1.14%
20.	Eye Charts http:// www.nei.nih.gov/ photo/ charts/	1,561	1.02%
	Subtotal	82,917	54.40%
	Other	69,498	45.60%
	Total	152,415	100.00%

Top Exit Pages – Help Card

? Exit Page – The last page viewed during a visit to your web site. If a visit consists only of hits to non–page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits.

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page. Any file requested with a POST command is treated as a pageview, and also as an Uploaded File. If the page has a title, the title of the page and the URL are shown. Otherwise, the URL and the phrase "Page Has No Title" appear.

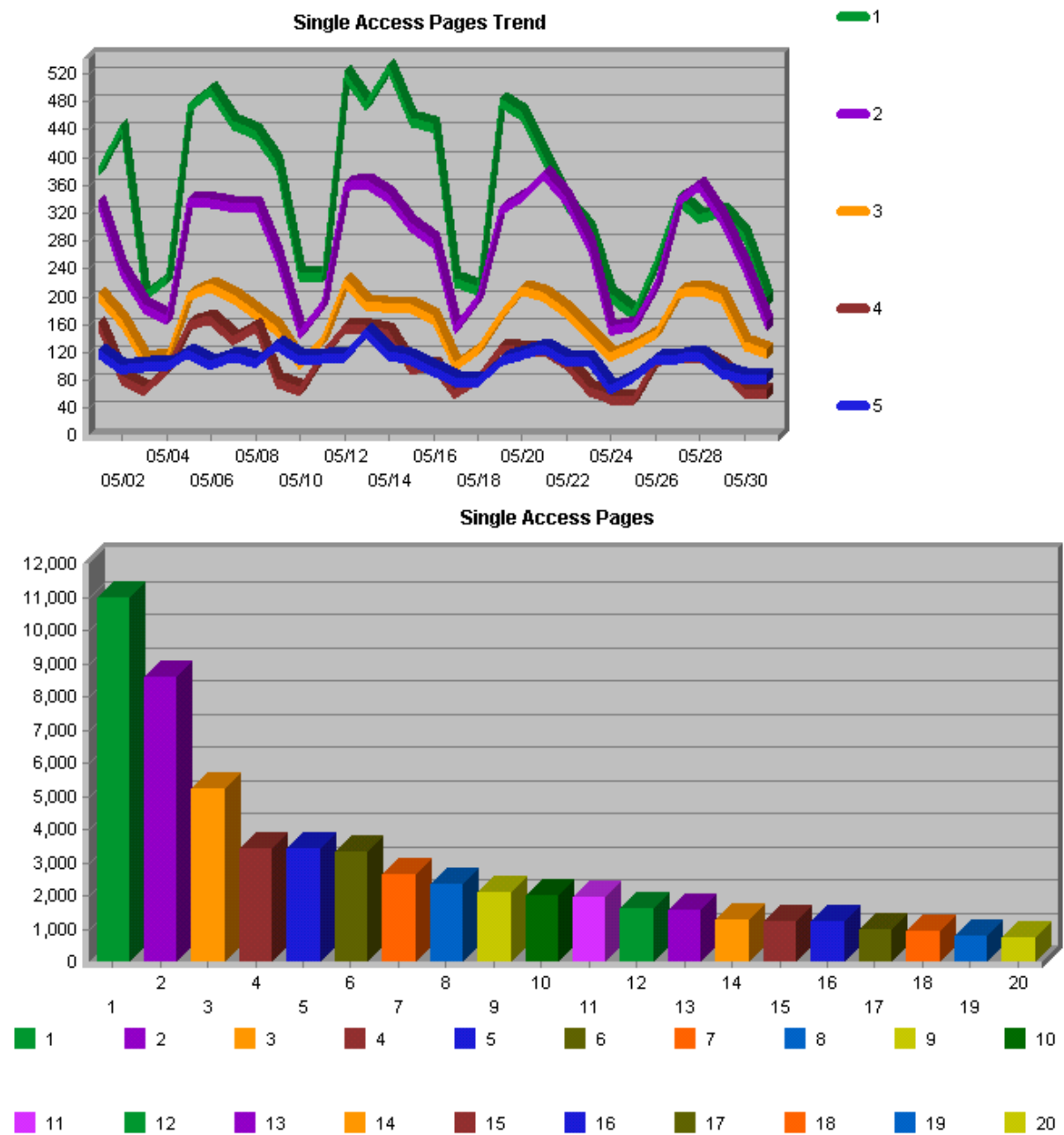
Visits – Number of visits where the specified page was the exit page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times this page was the exit page compared with other exit pages.

💡 You can use this information to determine your visitors' satisfaction with their visits. Visitors may have left this page because they found what they were looking for, lost interest, determined the content didn't apply to them, or for many other reasons. If your top exit page is your home page, this may be an indication that you are alienating a lot of first time visitors.

Single Access Pages

This report identifies the pages on your web site that visitors open, then exit from, without viewing any other page.



Single Access Pages

	Pages	Visits	%
1.	National Eye Institute of the National Institutes of Health http:// www.nei.nih.gov/	11,002	11.38%
2.	Facts About Glaucoma http:// www.nei.nih.gov/ health/ glaucoma/ glaucoma_facts. htm	8,592	8.89%
3.	Facts About Cataract http:// www.nei.nih.gov/ health/ cataract/ cataract_facts. htm	5,263	5.44%
4.	Diagram of the Eye http:// www.nei.nih.gov/ health/ eyediagram/	3,447	3.57%
5.	NEI – Information Has Been Moved http:// www.nei.nih.gov/ tools/ errors/ nei404.asp	3,433	3.55%
6.	Facts About Diabetic Retinopathy http:// www.nei.nih.gov/ health/ diabetic/ retinopathy.htm	3,353	3.47%
7.	Facts About Age–Related Macular Degeneration http:// www.nei.nih.gov/ health/ macularden/ armd_facts. htm	2,648	2.74%
8.	Facts About the Cornea and Corneal Disease http:// www.nei.nih.gov/ health/ cornealdisease/	2,350	2.43%
9.	Blepharitis Resource Guide http:// www.nei.nih.gov/ health/ blepharitis/	2,122	2.20%
10.	Research Funding http:// www.nei.nih.gov/ funding/	2,001	2.07%
11.	<i>Page Has No Title</i> http:// www.nei.nih.gov/ robots.txt	1,953	2.02%
12.	Age–Related Eye Disease Study http:// www.nei.nih.gov/ amd/	1,654	1.71%
13.	Histoplasmosis Resource Guide http:// www.nei.nih.gov/ health/ histoplasmosis/	1,571	1.63%
14.	Eye Charts http:// www.nei.nih.gov/ photo/ charts/	1,285	1.33%
15.	Are You At Risk for Cataract? http:// www.nei.nih.gov/ health/ cataract/ cataract_risk. htm	1,251	1.29%
16.	Photos, Images, and Videos http:// www.nei.nih.gov/ photo/	1,245	1.29%
17.	<i>Page Has No Title</i> http:// www.nei.nih.gov/ nei_scripts/	1,009	1.04%

	search/ queryhit.idq		
18.	Normal Eye Anatomy http:// www.nei.nih.gov/ photo/ eyean/	966	1.00%
19.	Results--Age-Related Eye Disease Study Summary http:// www.nei.nih.gov/ amd/ summary.htm	801	0.83%
20.	Health Information http:// www.nei.nih.gov/ health/	769	0.80%
	Subtotal	56,715	58.67%
	Other	39,958	41.33%
	Total	96,673	100.00%

Single Access Pages – Help Card

? Single Access Page – A page on your web site that visitors open, then exit from, without viewing any other page. To qualify, the visit must be to a page with a valid document type. If the visit is to a document with a different type (such as a graphic or sound file), the file does not count as a single access page, and the visit is not included in the total. Such visits are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a visit may have a single hit to a non-document type file, and will not be counted in the percentage calculations.

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page. Any file requested with a POST command is treated as a pageview, and also as an Uploaded File. If the page has a title, the title of the page and the URL are shown. Otherwise, the URL and the phrase "Page Has No Title" appear.

Visits – Number of visits where the specified page was the exit page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times this page was a single access page compared with other single access pages.

💡 This information can be helpful when considering the design of the site with respect to the kind of visitors you attract. Consider how well these pages convey your message. Do they need improvement to extend visits, or is it possible that are you attracting the wrong visitors?

Top Paths Through Site

This report tracks visitor activity beginning with their entry page into the site—the first page they open—then all subsequent pages during their visit. The default definition for a page in this context is defined as a document ending with the extension .htm, .html, or .asp. This definition can be changed by the system administrator.

Top Paths Through Site

Starting Page	Paths from Start	Visits	%
All Entry Pages		11,002	7.22%
	1. National Eye Institute of the National Institutes of Health http://www.nei.nih.gov/	8,592	5.64%
	1. Facts About Glaucoma http://www.nei.nih.gov/health/glaucoma/glaucoma_facts.htm	5,263	3.45%
	1. Facts About Cataract http://www.nei.nih.gov/health/cataract/cataract_facts.htm	3,447	2.26%
	1. Diagram of the Eye http://www.nei.nih.gov/health/eyediagram/	3,433	2.25%
	1. NEI – Information Has Been Moved http://www.nei.nih.gov/tools/errors/nei404.asp	3,353	2.20%
	1. Facts About Diabetic Retinopathy http://www.nei.nih.gov/health/diabetic/retinopathy.htm	2,648	1.74%
	1. Facts About Age–Related Macular Degeneration http://www.nei.nih.gov/health/maculardegen/armd_facts.htm	2,350	1.54%
	1. Facts About the Cornea and Corneal Disease http://www.nei.nih.gov/health/cornealdisease/	2,122	1.39%
	1. Blepharitis Resource Guide http://www.nei.nih.gov/health/blepharitis/	2,001	1.31%
	1. Research Funding http://www.nei.nih.gov/funding/	1,953	1.28%
	1. <i>Page Has No Title</i> http://www.nei.nih.gov/robots.txt	1,654	1.09%

1. Age-Related Eye Disease Study http://www.nei.nih.gov/amd/	1,571	1.03%
1. Histoplasmosis Resource Guide http://www.nei.nih.gov/health/histoplasmosis/	1,285	0.84%
1. Eye Charts http://www.nei.nih.gov/photo/charts/	1,251	0.82%
1. Are You At Risk for Cataract? http://www.nei.nih.gov/health/cataract/cataract_risk.htm	1,245	0.82%
1. Photos, Images, and Videos http://www.nei.nih.gov/photo/	1,009	0.66%
1. <i>Page Has No Title</i> http://www.nei.nih.gov/nei_scripts/search/queryhit.idq	966	0.63%
1. Normal Eye Anatomy http://www.nei.nih.gov/photo/eyean/	803	0.53%
1. <i>Page Has No Title</i> http://www.nei.nih.gov/publications/armd-p.htm		
2. NEI – Information Has Been Moved http://www.nei.nih.gov/tools/errors/nei404.asp		
3. Facts About Age-Related Macular Degeneration http://www.nei.nih.gov/health/macularden/armd_facts.htm	801	0.53%
1. Results--Age-Related Eye Disease Study Summary http://www.nei.nih.gov/amd/summary.htm		

Top Paths Through Site – Help Card

? Path Through Site – The sequence of pages a visitor views, from the entry page to the exit page.

Paths From Start – With the exception of the starting page, this column lists the pages of the top paths taken through your site. The paths listed are limited to the paths configured for path analysis for this profile. These lists are grouped so that more than one row has the same starting page. To see the starting page for each of these lists, look in the Starting Page column and find the first entry up from the Paths from Start row.

Starting Page – The first page, or entry page, in the full path visitors take through your site.

Visits – Number of visits where the specified path was followed. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times that the specified path through your site was taken compared to all other listed paths through your site.



Use this information to evaluate the design of your web site. Where do your visitors go once they reach your site? Which pages are visited first? Do your visitors appear to be looking for pages that should be more accessible?

Top Destination Paths Through Site

This report identifies the paths visitors most often follow when navigating to a specific page. The path ends at the destination page and shows the consecutive page views that led the visitor to this page. The number of pages tracked is configured in the Web Traffic Analysis Advanced Features dialog box.

No data for this section in the log data analyzed.

Top Destination Paths Through Site – Help Card



Destination Page – Your administrator selected this page for Path Analysis. This report tracks the click stream that brought each visitor to this page.

Paths to Destination – A list of pages in the order they were viewed to arrive at the specified destination page. The pages listed are limited to the paths configured for analysis in this profile. These lists are grouped so that more than one row has the same destination page. To see the destination page for each of these lists, look in the Destination Page column and find the first entry up from Paths to Destination.

Visits – Number of visits where the specified path was followed. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times that the specified path through your site was taken compared to all other listed paths through your site.




Use this information to determine what led visitors to the pages you defined. If you have an online store, you might want to know what led visitors to a particular department page or what they looked at before they went to the checkout page. You also may find that popular pages require too many "clicks" for visitors to reach, and you may want to make them more quickly accessible from the entry page.

Top Content Paths

This report shows the most common paths of specified groups from the starting group.

No data for this section in the log data analyzed.

Top Content Paths – Help Card

 **Path Through Site** – The sequence of content groups a visitor views, from the entry group to the exit group.


Starting Group – The first group, from which we begin to track visitors' paths through your site..

Paths From Start – With the exception of the starting group, this column lists the groups of the top paths taken through your site. The paths listed are limited to the paths configured for path analysis for this profile. These lists are grouped so that more than one row has the same starting group. To see the starting group for each of these lists, look in the Starting Group column and find the first entry up from the Paths from Start row.

Visits – Number of visits where the specified path was followed. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times that the specified path through your site was taken compared to all other listed paths through your site.

—


 This information helps you to understand the direction of web traffic and may indicate where you can make improvements.

Top Reverse Content Paths

This report shows the most common paths of specified groups to the destination group.

No data for this section in the log data analyzed.

Top Reverse Content Paths – Help Card


 **Path Through Site** – The sequence of content groups a visitor views, from the entry group to the exit group.

Destination Group – The group to which we are tracking visitor's paths.

Paths to Destination – A list of groups in the order they were viewed to arrive at the specified destination group. The groups listed are limited to the paths configured for analysis in this profile. These lists are grouped so that more than one row has the same destination group. To see the destination group for each of these lists, look in the Destination Group column and find the first entry up from Paths to Destination.

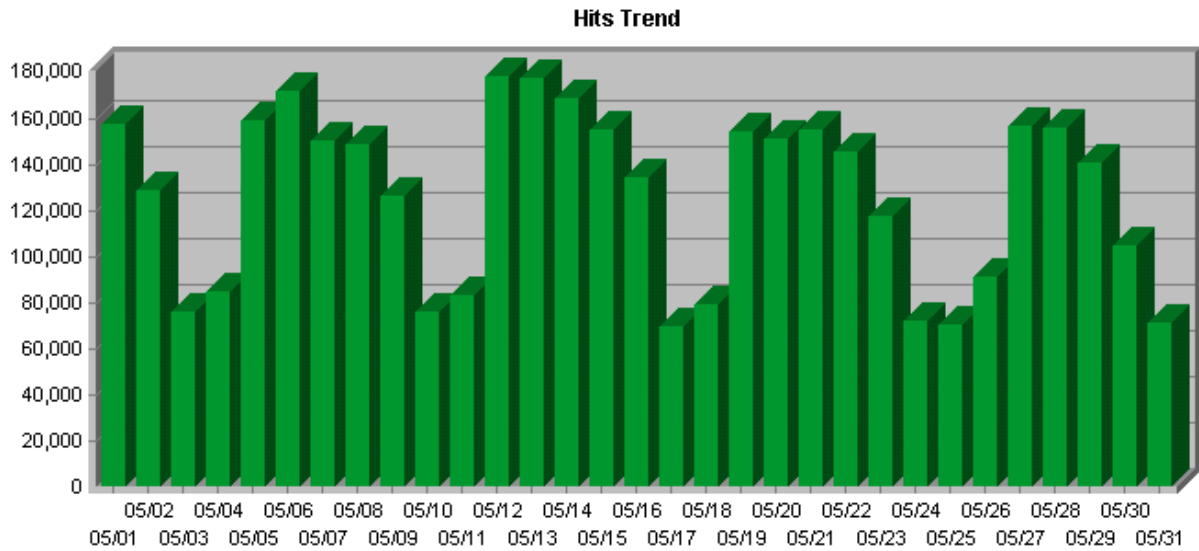
Visits – Number of visits where the specified path was followed. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times that the specified path through your site was taken compared to all other listed paths through your site.

 This information helps you to understand the direction of web traffic and may indicate where you can make improvements.

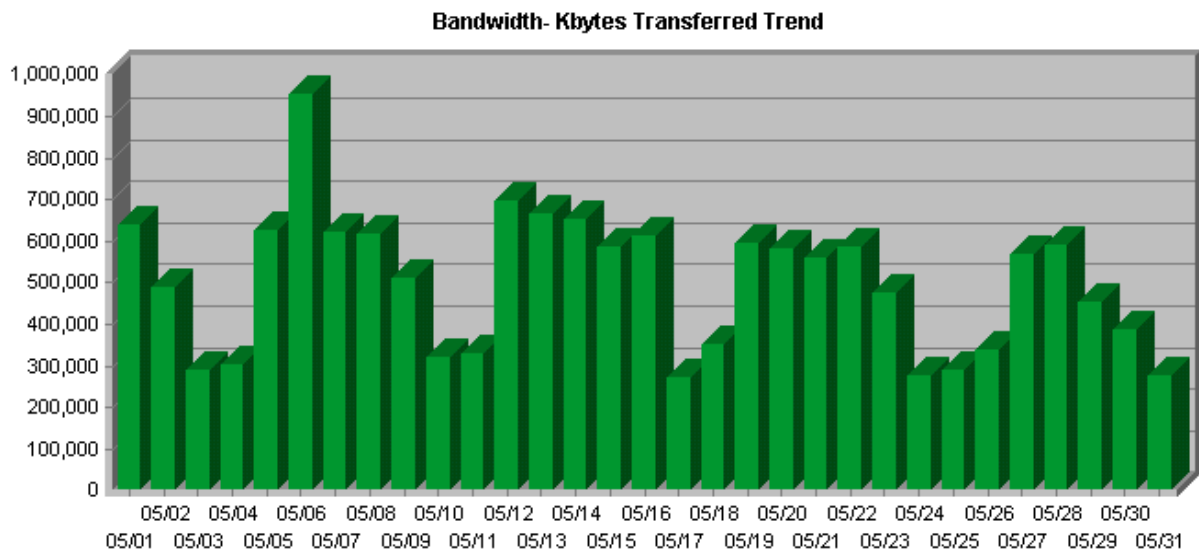
Technical Dashboard

This dashboard summarizes important information related to online technical activity.



Hit Summary

Successful Hits for Entire Site	3,909,281
Average Hits per Day	126,105
Home Page Hits	49,628

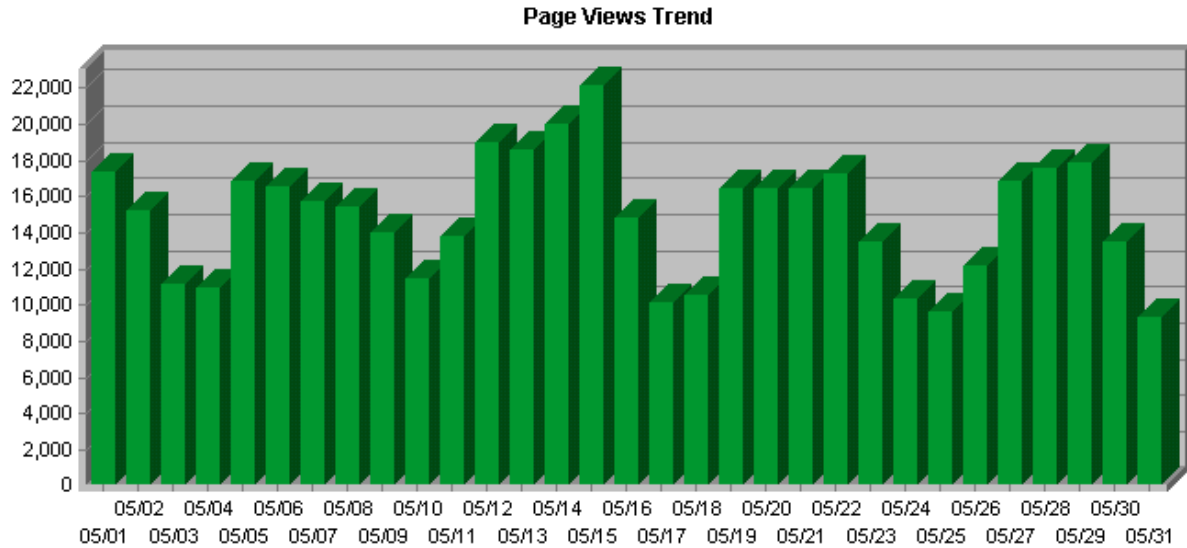


Technical Statistics

Total Hits	3,910,604	100%
Successful Hits	3,909,281	99.97%
Failed Hits	1,323	0.03%
Cached Hits	722,931	18.49%

Page Views Trend

This report helps you determine the bandwidth requirements of your web site by tracking page views over the course of the report period.




Page Views Trend

Time Interval	Page Views	%
05/01	17,338	3.76%
05/02	15,244	3.31%
05/03	11,107	2.41%
05/04	10,959	2.38%
05/05	16,882	3.66%
05/06	16,570	3.59%
05/07	15,754	3.42%
05/08	15,373	3.34%
05/09	13,976	3.03%
05/10	11,493	2.49%
05/11	13,764	2.99%
05/12	18,970	4.12%
05/13	18,610	4.04%
05/14	19,956	4.33%
05/15	22,110	4.80%
05/16	14,844	3.22%
05/17	10,077	2.19%
05/18	10,509	2.28%
05/19	16,470	3.57%
05/20	16,481	3.58%

Total	460,926	100.00%
--------------	----------------	----------------



Page Views Trend – Help Card

 **Page** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page. Any file requested with a POST command is treated as a pageview, and also as an Uploaded File. If the page has a title, the title of the page and the URL are shown. Otherwise, the URL and the phrase "Page Has No Title" appear.

Page View – A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

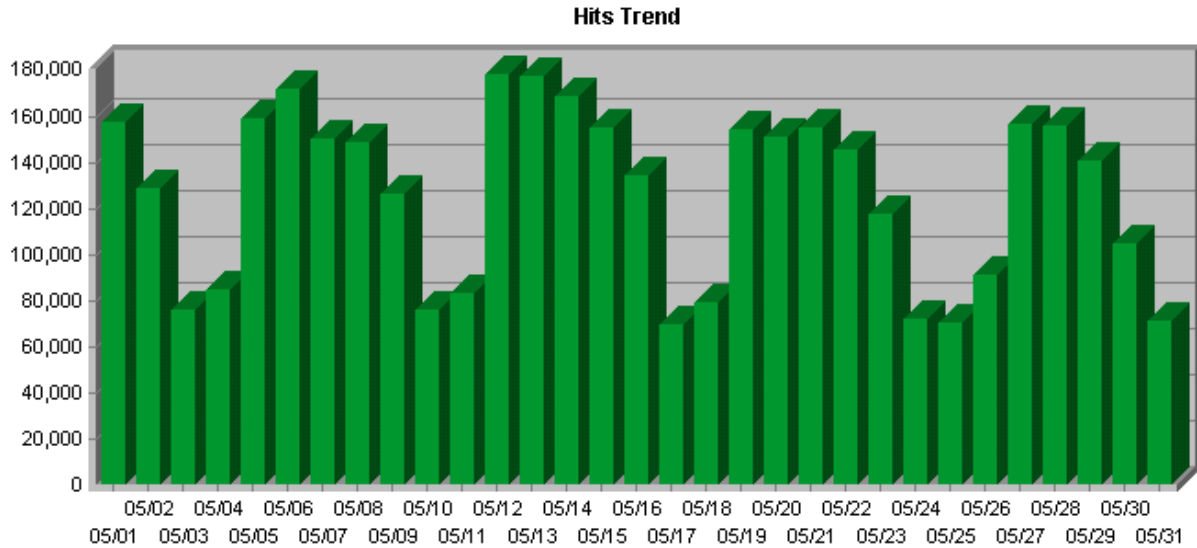
Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

% – Percentage of total page views that occurred during the specified time interval.

  Periods of less activity can be considered good times for maintenance and content improvement.

Hits Trend

This report helps you learn the bandwidth requirements of your site by tracking hits over the course of the report period.



Hits Trend

Time Interval	Hits	%
05/01	157,540	4.03%
05/02	128,927	3.30%
05/03	76,271	1.95%
05/04	84,737	2.17%
05/05	159,199	4.07%
05/06	171,440	4.39%
05/07	150,125	3.84%
05/08	148,296	3.79%
05/09	126,059	3.22%
05/10	76,398	1.95%
05/11	83,366	2.13%
05/12	177,873	4.55%
05/13	177,293	4.54%
05/14	168,743	4.32%
05/15	154,794	3.96%
05/16	134,129	3.43%
05/17	69,426	1.78%
05/18	79,393	2.03%
05/19	153,820	3.93%
05/20	150,869	3.86%

Total	3,909,281	100.00%
--------------	------------------	----------------

Hits Trend – Help Card



Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

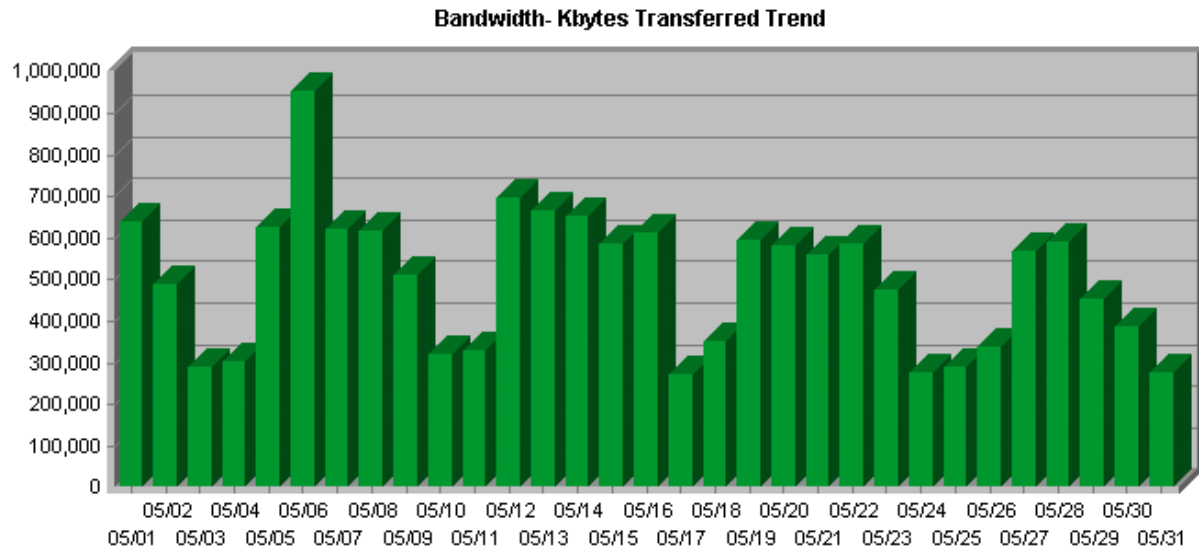
% – Percentage of hits that occurred during the specified time interval.



Periods of less activity can be considered good times for maintenance and content improvement.

Bandwidth: Kbytes Transferred Trend

This report helps you see the bandwidth requirements of your site by tracking kilobytes transferred over the course of the report period.



Bandwidth: Kbytes Transferred Trend

Time Interval	Kbytes Transferred	%
05/01	639,817	4.12%
05/02	488,011	3.14%
05/03	288,216	1.86%
05/04	303,165	1.95%
05/05	627,602	4.04%
05/06	952,605	6.14%
05/07	622,279	4.01%
05/08	617,345	3.98%
05/09	512,034	3.30%
05/10	319,423	2.06%
05/11	330,050	2.13%
05/12	698,526	4.50%
05/13	666,174	4.29%
05/14	651,461	4.20%
05/15	584,291	3.76%
05/16	614,479	3.96%
05/17	270,674	1.74%
05/18	352,622	2.27%
05/19	594,638	3.83%
05/20	582,869	3.76%


Total	15,520,872	100.00%
-------	------------	---------

Bandwidth: Kbytes Transferred Trend – Help Card

 **Kbytes Transferred** – Number of kilobytes of data transferred during the specified time interval.

Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

% – Percentage of total kilobytes of data transferred that were transferred during the specified time interval.

 Periods of less activity can be considered good times for maintenance and content improvement.

Server Cluster Load Balance

This report compares the performance of individual servers in a cluster.

No data for this section in the log data analyzed.

Server Cluster Load Balance – Help Card



Server Name – Name of the server whose load balance is being tracked.

Hits – Number of hits to the specified server during the report period. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Kbytes Transferred– Number of kilobytes of data transferred to visitors from the specified server.

% – Percentage of hits to your web site that went to the specified server.



—
This report should tell you if any of your servers are overworked or underworked.

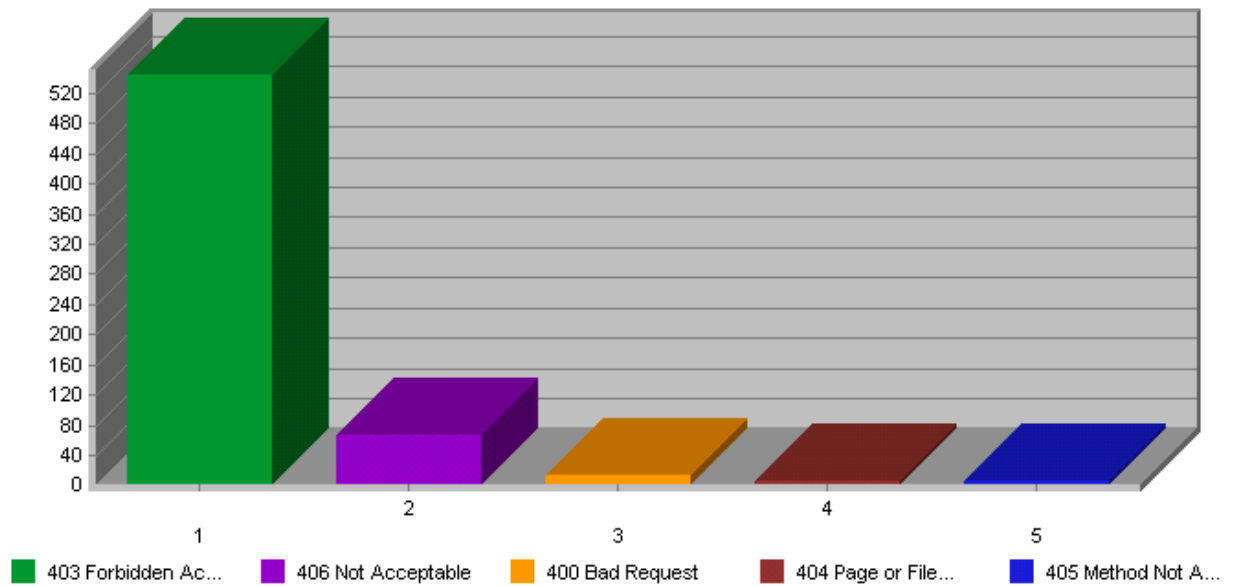
Errors Dashboard

This displays key graphs and tables that provide an overview of the Errors chapter. Click on the title of a graph or table to navigate to the corresponding page.

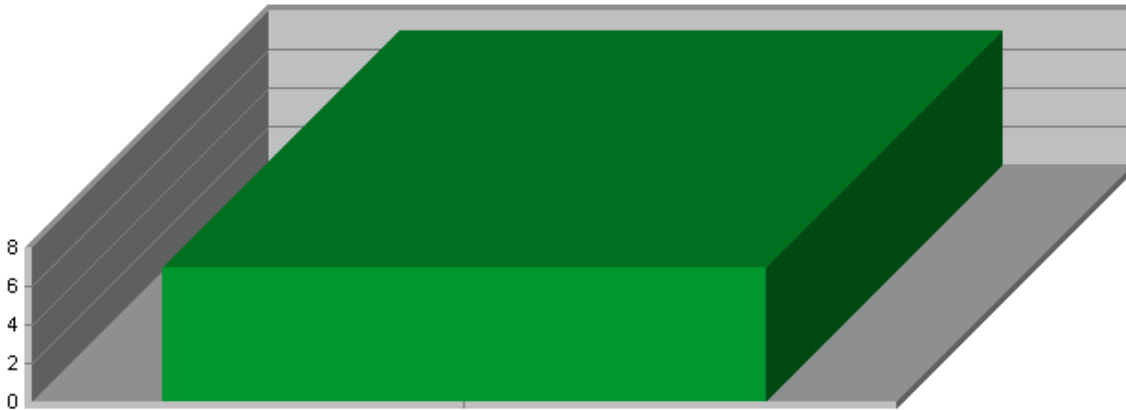
Technical Statistics

Total Hits	3,910,604	100%
Successful Hits	3,909,281	99.97%
Failed Hits	1,323	0.03%
Cached Hits	722,931	18.49%

Client Errors

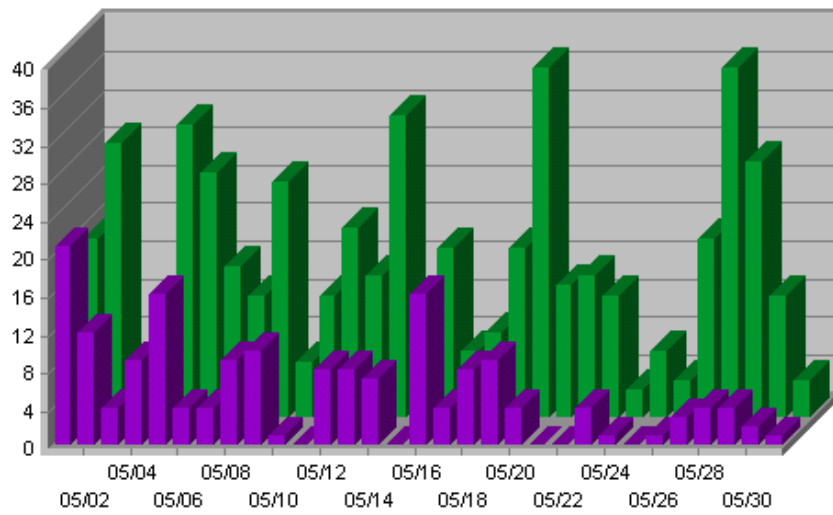


File Not Found Errors



1

Server Errors Trend



502 Temporarily Overloaded

500 Internal Error

Client Errors

This report identifies the error codes from the browsers accessing your server.



Client Errors

	HTTP Status Codes	Hits	%
1.	403 Forbidden Access	545	85.29%
2.	406 Not Acceptable	66	10.33%
3.	400 Bad Request	14	2.19%
4.	404 Page or File Not Found	7	1.10%
5.	405 Method Not Allowed	7	1.10%
	Total	639	100.00%

Client Errors – Help Card

? Client Errors – An error caused by a problem on your visitor's end of the web site connection. The server is not responsible for client errors.

Hits – Number of failed hits that returned this status code.

HTTP Status Codes – The status code for the specific error that occurred.

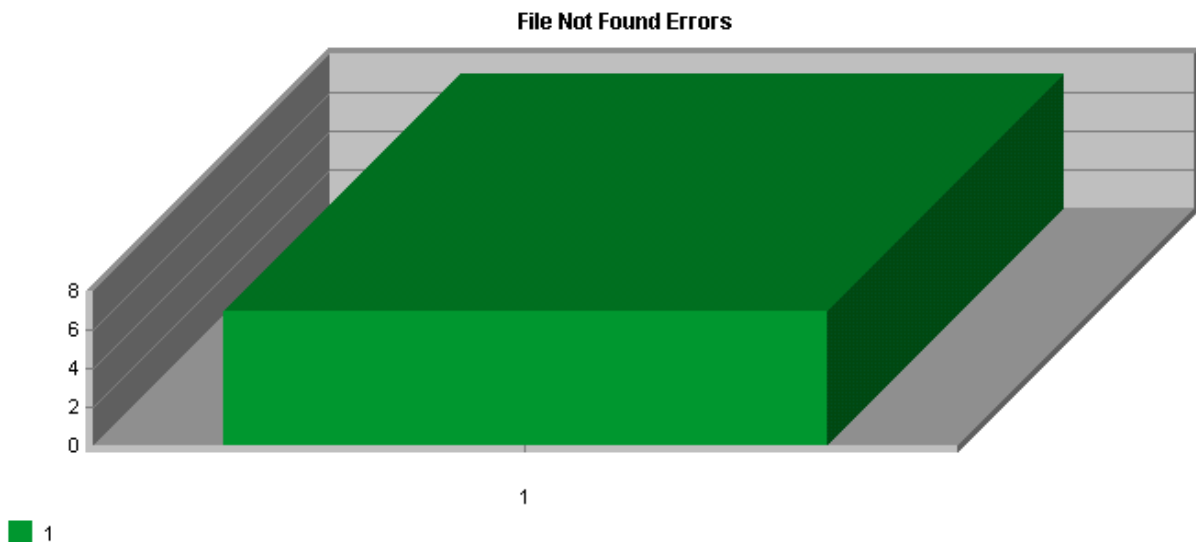
% – Percentage of total failed hits that returned this status code.



Use this page to determine what maintenance is necessary.

File Not Found Errors

This report identifies files that returned "404 – Not Found" or "410 – Gone" errors from your server.



File Not Found Errors

	Files Not Found and Referring URL	Hits	%
1.	/ (no referrer)	7	100.00%
	Total	7	100.00%

File Not Found Errors – Help Card

? Hits – Number of times a request for this file returned a "404 – Not Found" error or a "410 – Gone" error from your server.

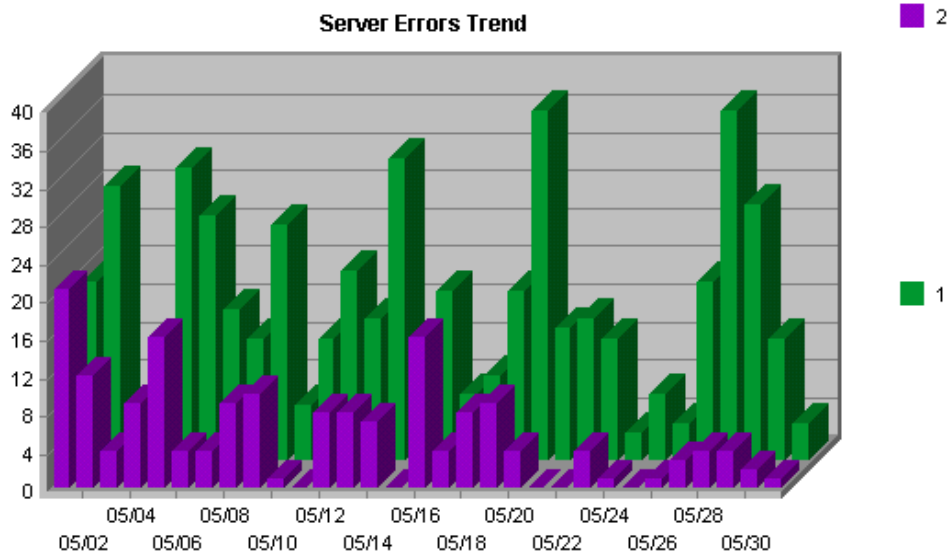
Files – This column lists the file that could not be found and the URL of the referrer (if known).

% – Percentage of the total 404 and 410 errors that were for this file.

💡 Check the links to all pages and files listed in this table. The files were either moved or they no longer exist, and the links are no longer successful.

Server Errors

This report lists the errors which occurred on the server.



Server Errors

	HTTP Status Codes	Hits	%
1.	500 Internal Error	510	74.56%
2.	502 Temporarily Overloaded	174	25.44%
	Total	684	100.00%

Server Errors – Help Card

? Hits – Number of failed hits of the type specified in the "Pages" column. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

HTTP Status Codes – The status code for the specific error that occurred.

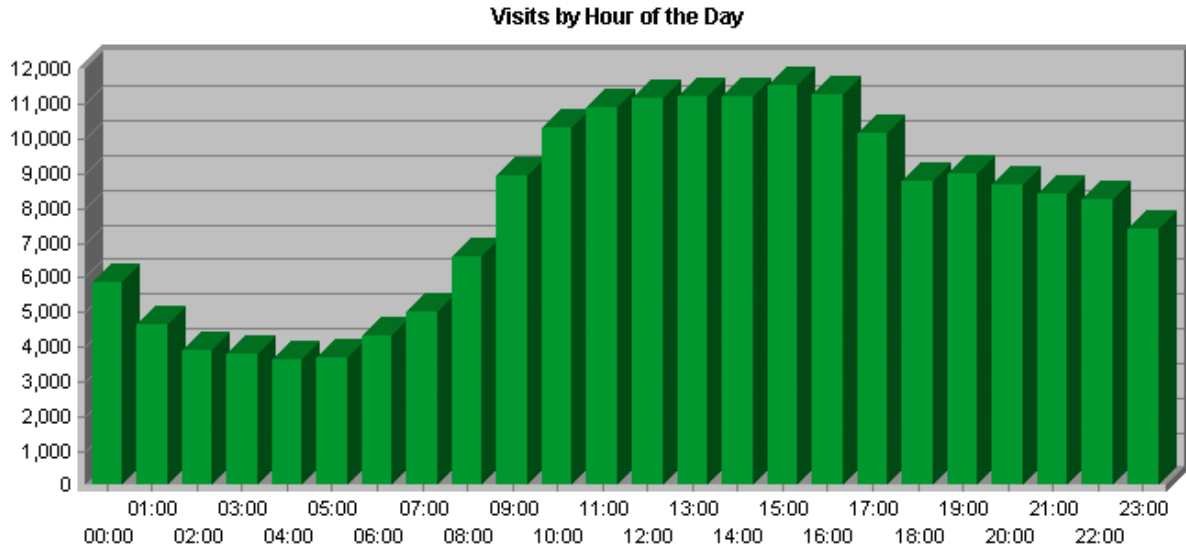
% – Percentage of failed hits that were of the specified type.

—

💡 Use this page to determine what maintenance is necessary.

Activity Dashboard

This displays key graphs and tables that provide an overview of the Activity chapter. Click on the title of a graph or table to navigate to the corresponding page.



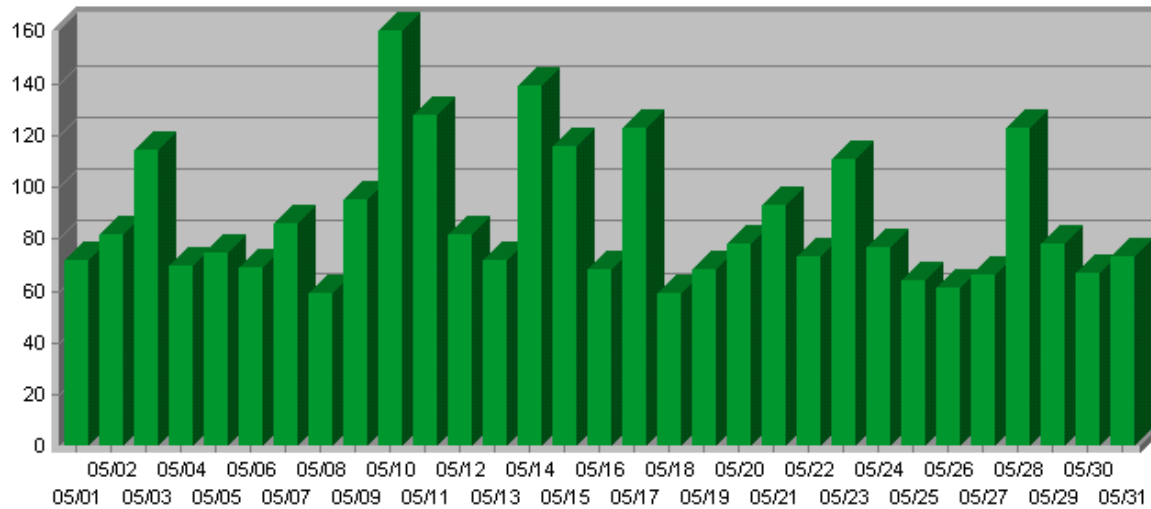
Most Active Summary

Most Active Date	May 12, 2003
Number of Hits on Most Active Date	177,873
Most Active Day of the Week	Thu
Most Active Hour of the Day	14:00–14:59

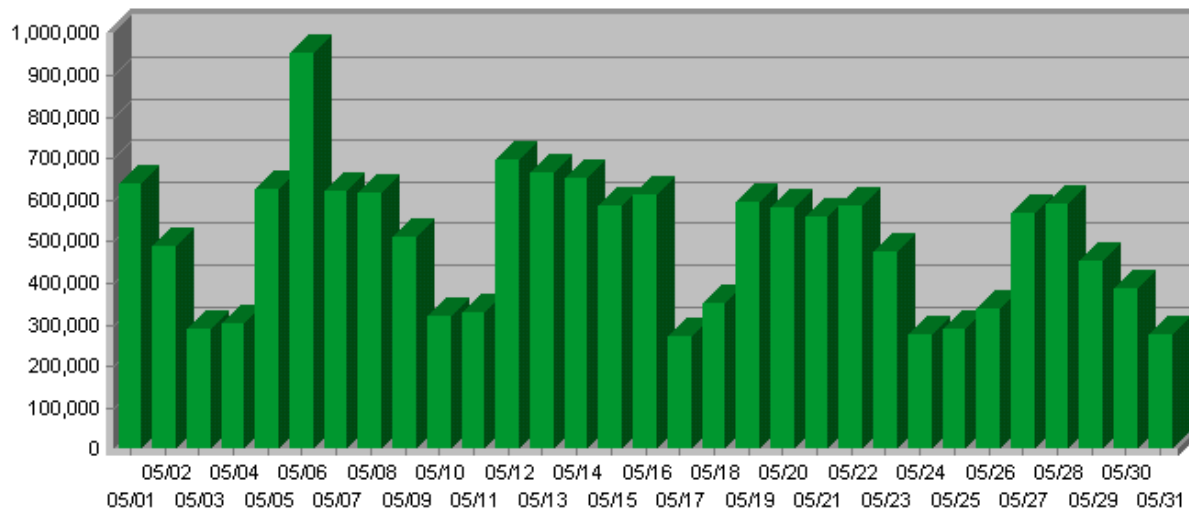
Activity on Weekdays Summary

Total Hits Weekdays	3,225,294
Total Visits Weekdays	148,229
Average Number of Visits per day on Weekdays	6,737
Average Number of Hits per day on Weekdays	146,604

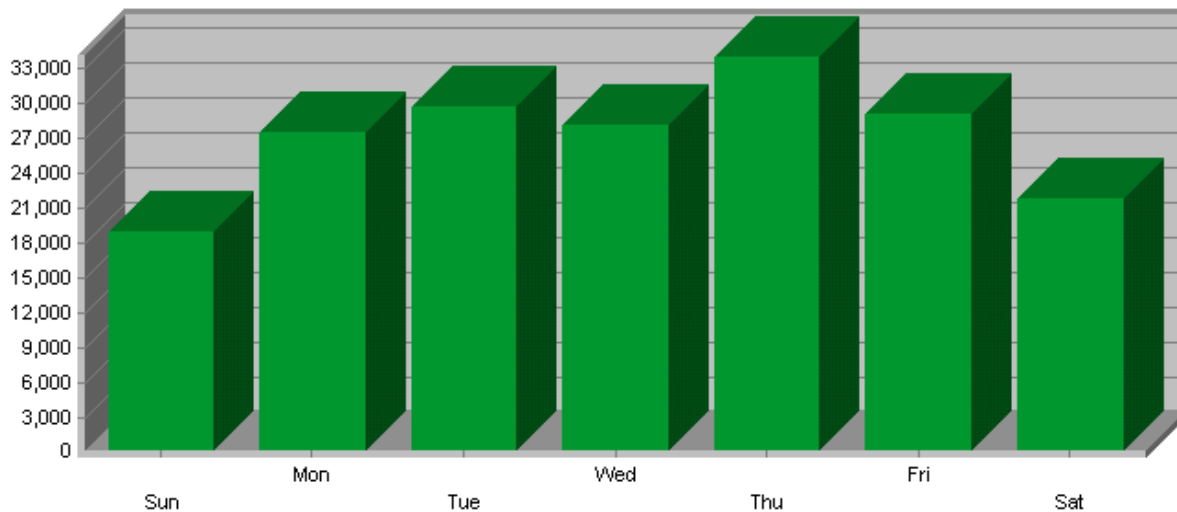
Average Time to Serve Pages



Bandwidth- Kbytes Transferred Trend



Visits by Day of the Week



Least Active Summary

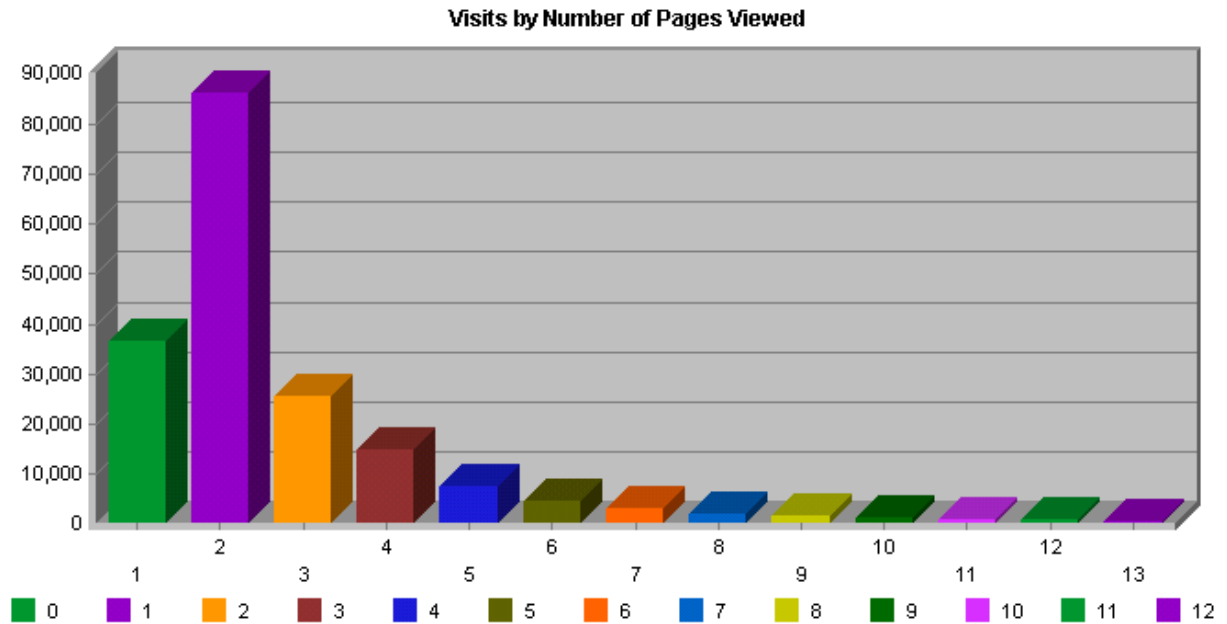
Least Active Date	May 17, 2003
Number of Hits on Least Active Date	69,426
Least Active Day of the Week	Sun
Least Active Hour of the Day	03:00–03:59

Activity on Weekends Summary

Total Hits Weekend	683,987
Total Visits Weekend	40,644
Average Number of Visits per Weekend	8,128
Average Number of Hits per Weekend	136,797

Visits by Number of Pages Viewed

This report shows you how many times visitors viewed one page, how many viewed two pages, etc.



Visits by Number of Pages Viewed			
	Number of Pages Viewed	Visits	%
Pages	0	36,488	19.32%
Pages	1	86,197	45.63%
Pages	2	25,658	13.58%
Pages	3	15,034	7.96%
Pages	4	7,404	3.92%
Pages	5	4,434	2.35%
Pages	6	3,140	1.66%
Pages	7	2,021	1.07%
Pages	8	1,527	0.81%
Pages	9	1,172	0.62%
Pages	10	948	0.50%
Pages	11	738	0.39%
Pages	12	544	0.29%
Pages	Subtotal	185,305	98.10%
Pages	Other	3,598	1.90%
	Total	188,903	100.00%

Visits by Number of Pages Viewed – Help Card

? Number of Pages Viewed – The number of pages viewed during a visit. If the visitor viewed only non–page files such as a .gif or a .jpeg, the count of pages viewed is zero for that visit.

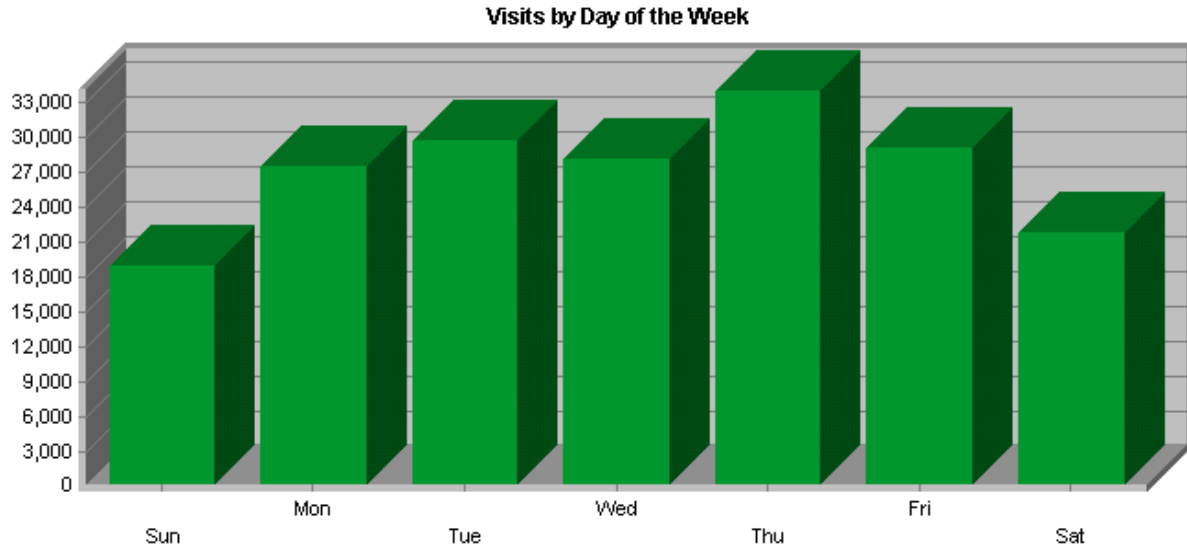
Visits – Number of visits by visitors who viewed the specified number of pages. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits by people who viewed the specified number of pages.

💡 You can use this information to quickly find out the number and percentages of viewers who read a given number of pages on your site. If most visitors only view a few pages, it may indicate that they cannot find the content they are looking for.

Visits by Day of the Week

This report shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.



Visits by Day of the Week

Day	Visits	%
Sun	18,925	10.02%
Mon	27,484	14.55%
Tue	29,690	15.72%
Wed	28,122	14.89%
Thu	33,843	17.92%
Fri	29,090	15.40%
Sat	21,719	11.50%
Total Weekend	40,644	21.52%
Total Weekdays	148,229	78.48%
Total	188,873	100.00%

Visits by Day of the Week – Help Card

? Day – Specified day of the week being tracked.

Visits – Number of visits on the specified day of the week. If the report period is longer than one week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

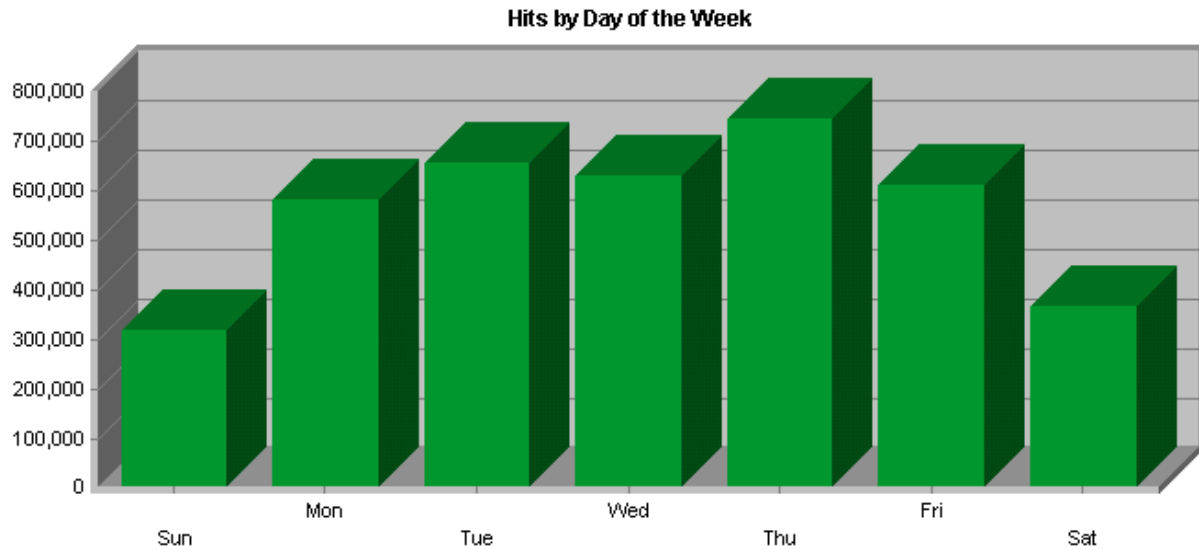
% – Percentage of total visits that occurred on the specified day of the week.



—
Number of visits on the specified day of the week. If the report period is longer than one week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits by Day of the Week

This report shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.



Hits by Day of the Week

Day	Hits	%
Sun	318,220	8.14%
Mon	581,706	14.88%
Tue	656,186	16.79%
Wed	629,039	16.09%
Thu	746,449	19.09%
Fri	611,914	15.65%
Sat	365,767	9.36%
Total Weekend	683,987	17.50%
Total Weekdays	3,225,294	82.50%
Total	3,909,281	100.00%

Hits by Day of the Week – Help Card

? Day – Specified day of the week being tracked.

Hits – Number of hits on the specified day of the week. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

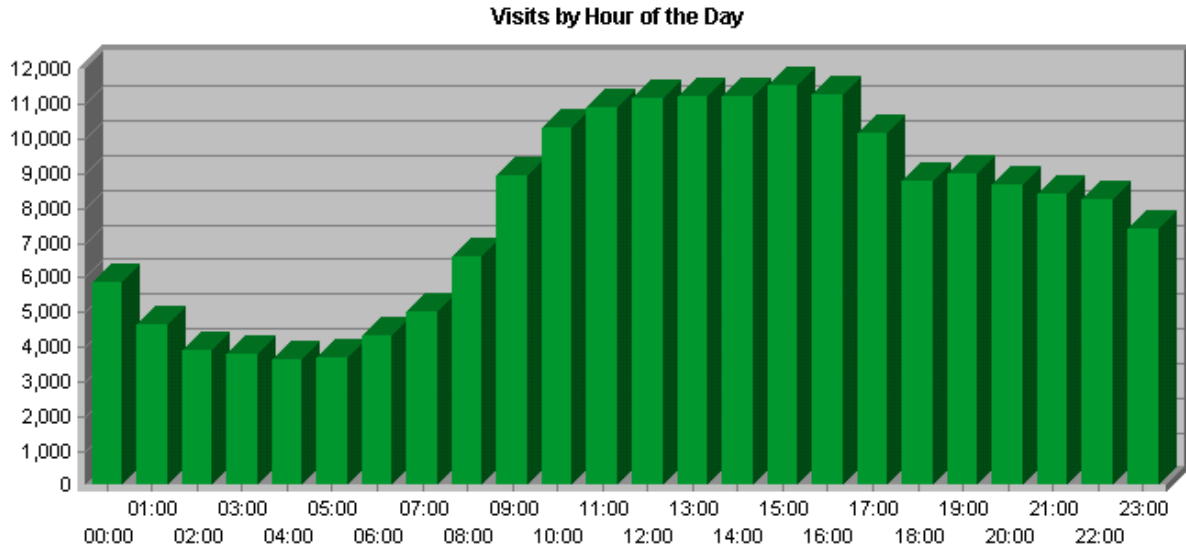
% – Percentage of total hits that occurred on the specified day of the week.



Days of less activity should be considered good days for maintenance and content improvement.

Visits by Hour of the Day

This report shows activity for each hour of the day. It also shows the most and the least active hours of the day for the report period.



Visits by Hour of the Day


Hour	Visits	%
00:00	5,879	3.11%
01:00	4,663	2.47%
02:00	3,885	2.06%
03:00	3,813	2.02%
04:00	3,623	1.92%
05:00	3,682	1.95%
06:00	4,301	2.28%
07:00	5,003	2.65%
08:00	6,612	3.50%
09:00	8,947	4.74%
10:00	10,336	5.47%
11:00	10,925	5.78%
12:00	11,158	5.91%
13:00	11,256	5.96%
14:00	11,231	5.95%
15:00	11,555	6.12%
16:00	11,278	5.97%
17:00	10,148	5.37%
18:00	8,769	4.64%
19:00	9,000	4.77%

20:00	8,695	4.60%
21:00	8,442	4.47%
22:00	8,279	4.38%
23:00	7,393	3.91%
Total Visits during Work Hours (8:00am–5:00pm)	93,298	49.40%
Total Visits during After Hours (5:01pm–7:59am)	95,575	50.60%
Total	188,873	100.00%

Summary of Visits by Hour of the Day

Most Active Hour of the Day	15:00–15:59
Least Active Hour of the Day	04:00–04:59

Visits by Hour of the Day – Help Card


 **Hour** – Specified hour of the day being tracked. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Least Active Hour of the Day – The specific hour of the day that had the fewest number of hits.

Most Active Hour of the Day – The specific hour of the day that had the largest number of visits.

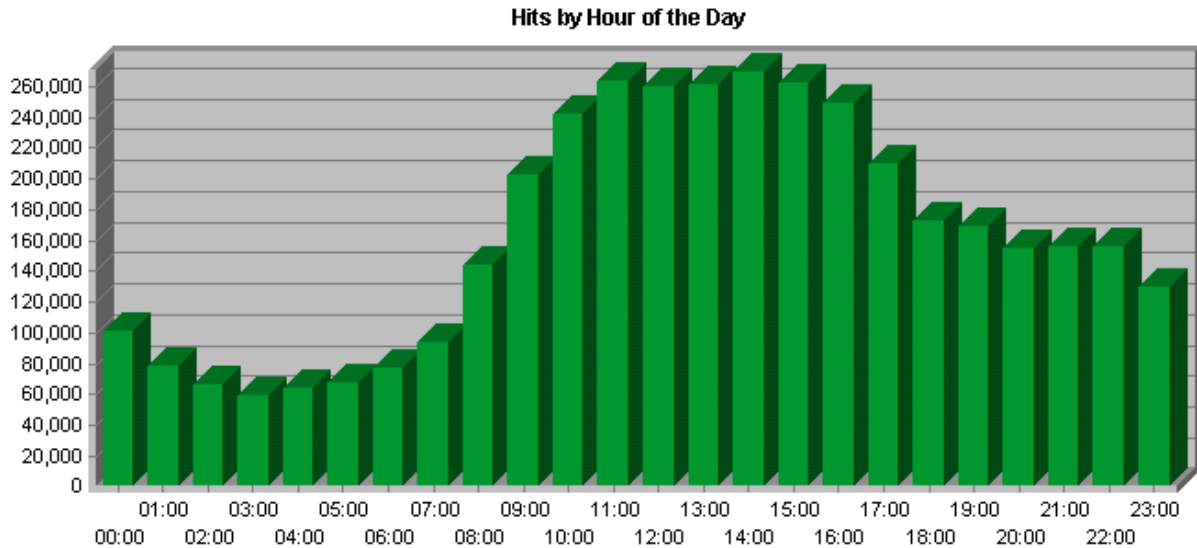
Visits – Number of visits to your site during the specified hour. If there are several days in the report period, the value presented is the sum of all visits during that hour for all days. All times are referenced to the location of the system running the analysis. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visits to your site that occurred during the specified hour.

 This information can be used to determine which hour of the day is best for system maintenance.

Hits by Hour of the Day

This report shows the most and the least active hour of the day for the report period. The second table breaks down activity for the given report period to show the average activity for each individual hour of the day. If there are several days in the report period, the value presented is the sum of all hits during that period of time for all days. All times are referenced to the location of the system running the analysis.



Hits by Hour of the Day

Hour	Hits	%
00:00	100,840	2.58%
01:00	78,844	2.02%
02:00	65,790	1.68%
03:00	59,342	1.52%
04:00	63,523	1.62%
05:00	68,075	1.74%
06:00	77,604	1.99%
07:00	94,143	2.41%
08:00	143,423	3.67%
09:00	202,899	5.19%
10:00	241,892	6.19%
11:00	263,147	6.73%
12:00	259,460	6.64%
13:00	261,051	6.68%
14:00	269,814	6.90%
15:00	262,418	6.71%
16:00	248,887	6.37%
17:00	209,995	5.37%
18:00	172,430	4.41%

19:00	169,309	4.33%
20:00	154,353	3.95%
21:00	156,281	4.00%
22:00	156,220	4.00%
23:00	129,541	3.31%
Total Hits during Work Hours (8:00am–5:00pm)	2,152,991	55.07%
Total Hits during After Hours (5:01pm–7:59am)	1,756,290	44.93%
Total	3,909,281	100.00%

Summary of Hits by Hour of the Day

Most Active Hour of the Day	14:00–14:59
Least Active Hour of the Day	03:00–03:59

Hits by Hour of the Day – Help Card

? Hour – Specified hour of the day being tracked. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Hits – Number of hits to your site during the specified hour. If there are several days in the report period, the value presented is the sum of all visits during that hour for all days. All times are referenced to the location of the system running the analysis. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Least Active Hour of the Day – The specific hour of the day that had the fewest number of hits.

Most Active Hour of the Day – The specific hour of the day that had the largest number of hits.

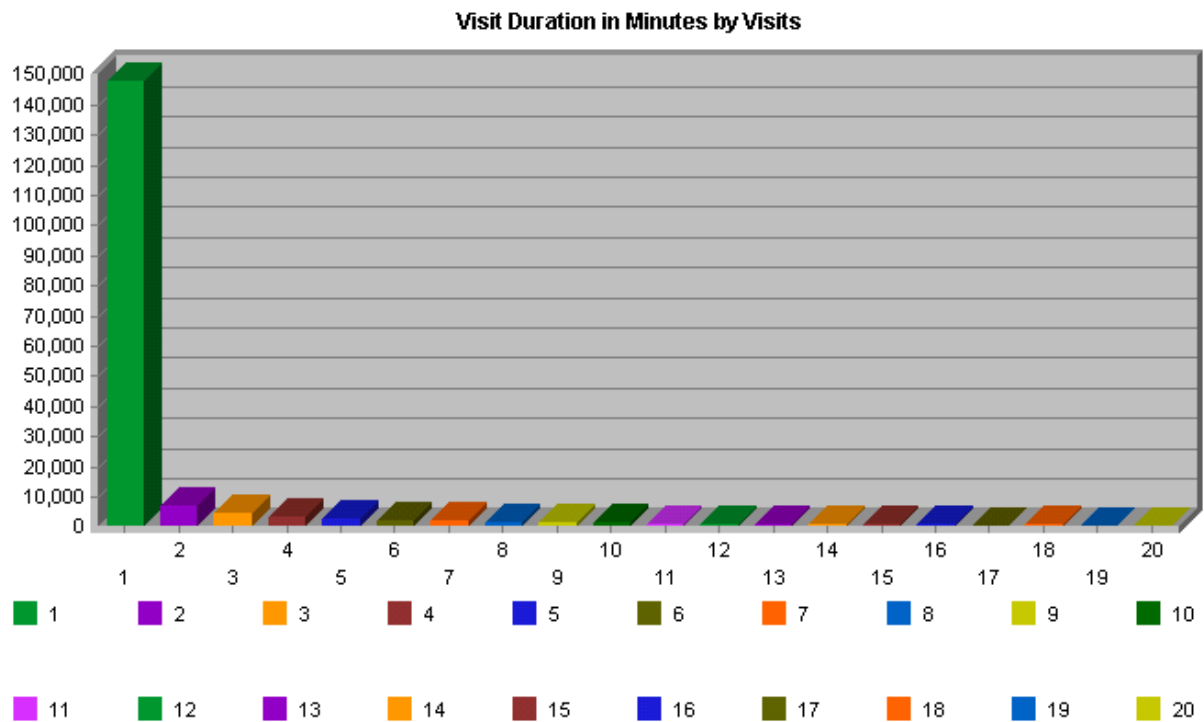
% – Percentage of hits to your site that occurred during the specified hour.



This information can be used to determine which hour of the day is best for system maintenance.

Visit Duration by Visits

This report shows the number and percentages of visits over selected visit lengths.




Visit Duration by Visits

Visit Duration in Minutes	Visits	%
0-1	147,888	78.29%
1-2	6,743	3.57%
2-3	4,438	2.35%
3-4	3,384	1.79%
4-5	2,596	1.37%
5-6	2,167	1.15%
6-7	1,935	1.02%
7-8	1,619	0.86%
8-9	1,396	0.74%
9-10	1,226	0.65%
10-11	1,055	0.56%
11-12	961	0.51%
12-13	902	0.48%
13-14	833	0.44%
14-15	764	0.40%
15-16	675	0.36%

16–17	597	0.32%
17–18	674	0.36%
18–19	579	0.31%
19–20	575	0.30%
Subtotal	181,007	95.82%
Other	7,896	4.18%
Total	188,903	100.00%

Visit Duration by Visits – Help Card

 **Visit Duration (minutes)** – The number of minutes your web site was viewed.

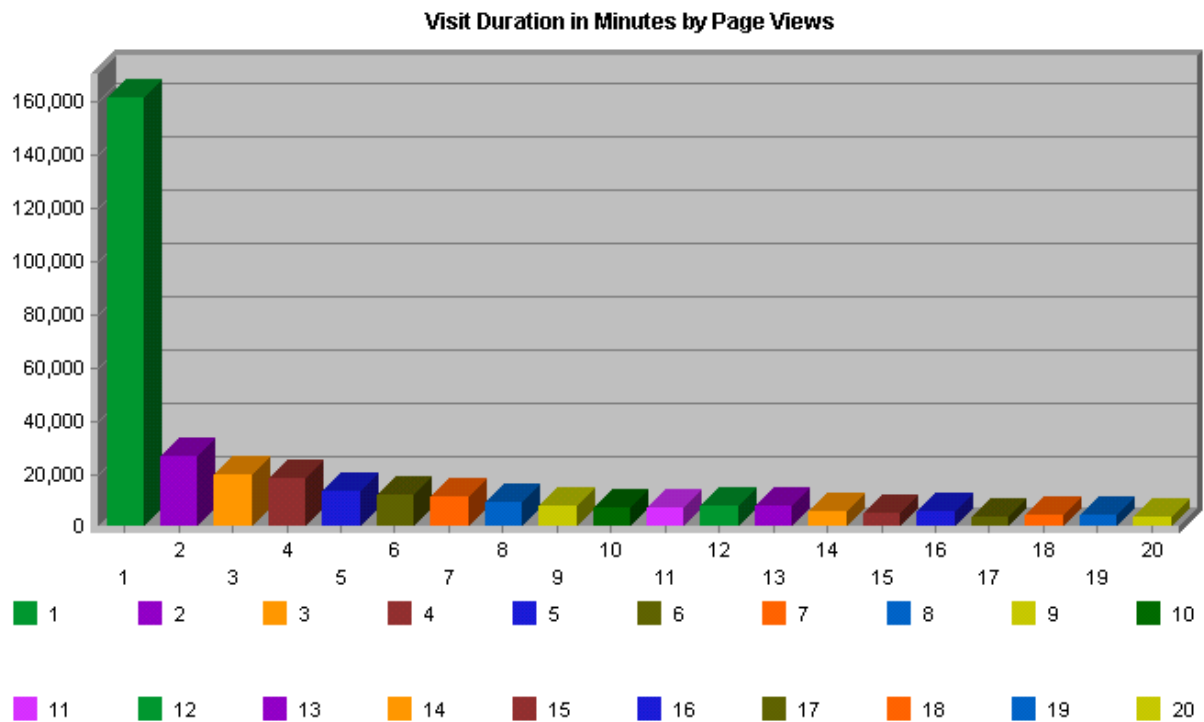
Visits – Number of visitors who viewed your page for the specified duration of time. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visitors who viewed your page for the specified duration of time.

 This information tells you how many visitors view your site for specific intervals of time.

Visit Duration by Page Views

This report shows the number and percentages of pages views over selected visit lengths.



Visit Duration by Page Views

Visit Duration in Minutes	Views	%
0–1	161,264	35.03%
1–2	26,427	5.74%
2–3	19,353	4.20%
3–4	17,976	3.90%
4–5	13,749	2.99%
5–6	12,387	2.69%
6–7	11,408	2.48%
7–8	9,446	2.05%
8–9	8,144	1.77%
9–10	7,296	1.58%
10–11	6,989	1.52%
11–12	7,897	1.72%
12–13	8,252	1.79%
13–14	5,942	1.29%
14–15	5,439	1.18%
15–16	6,043	1.31%

16–17	3,987	0.87%
17–18	4,275	0.93%
18–19	4,387	0.95%
19–20	4,066	0.88%
Subtotal	344,727	74.88%
Other	115,655	25.12%
Total	460,382	100.00%

Visit Duration by Page Views – Help Card

? Page – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page. Any file requested with a POST command is treated as a pageview, and also as an Uploaded File. If the page has a title, the title of the page and the URL are shown. Otherwise, the URL and the phrase "Page Has No Title" appear.

Visit Duration (minutes) – The number of minutes your web site was viewed.

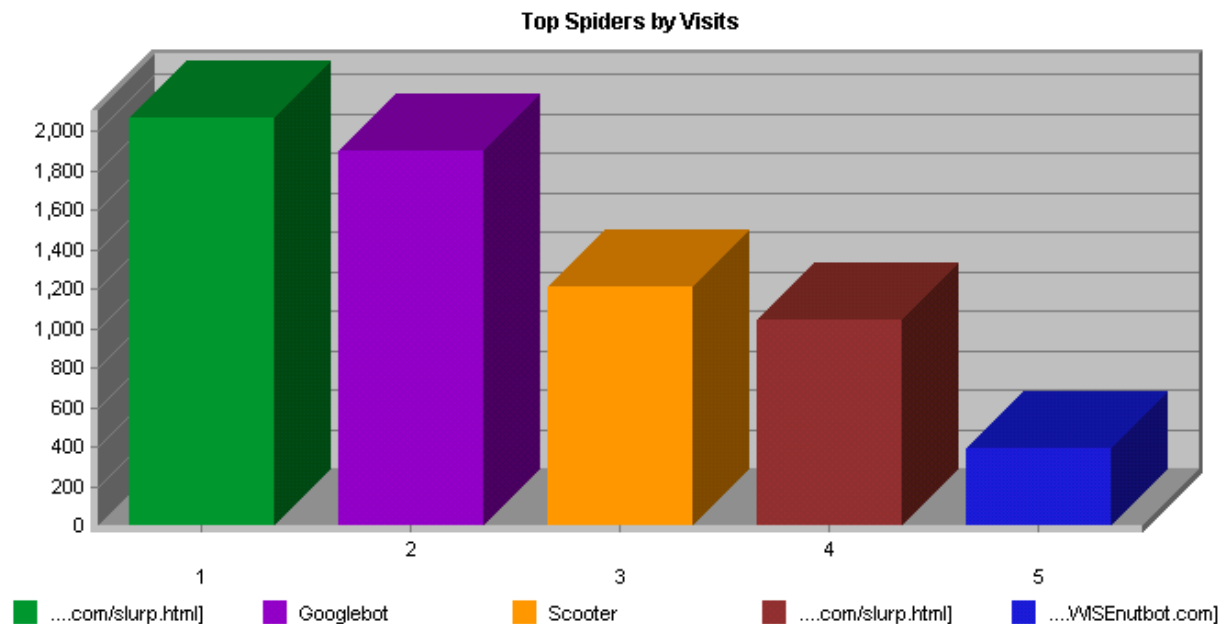
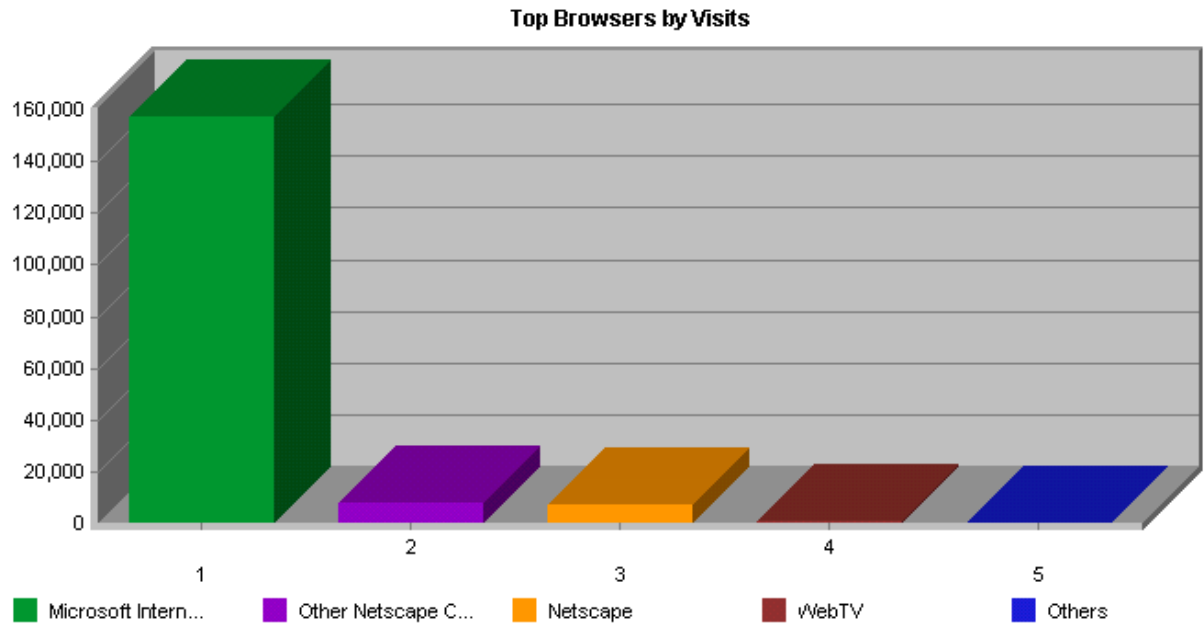
Views – A page view is A hit to any file classified as a page. Contrast page views with hits, which counts files of every type.

% – Percentage of visitors who viewed your page for the specified duration of time.

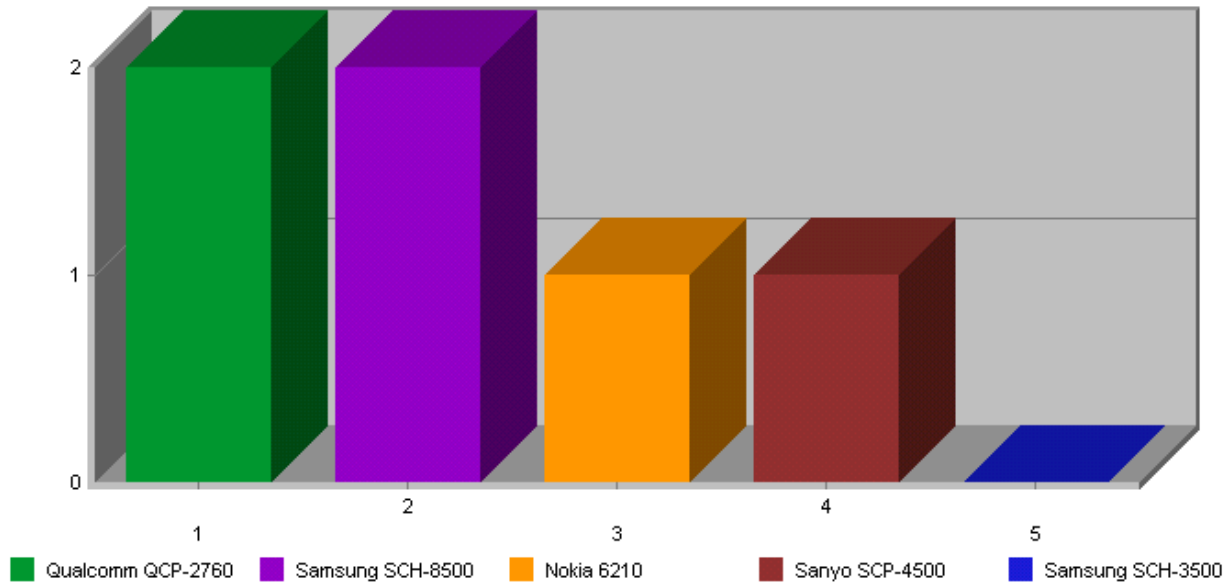
💡 This information tells you how many visitors view your site for specific intervals of time.

Browsers and Platforms Dashboard

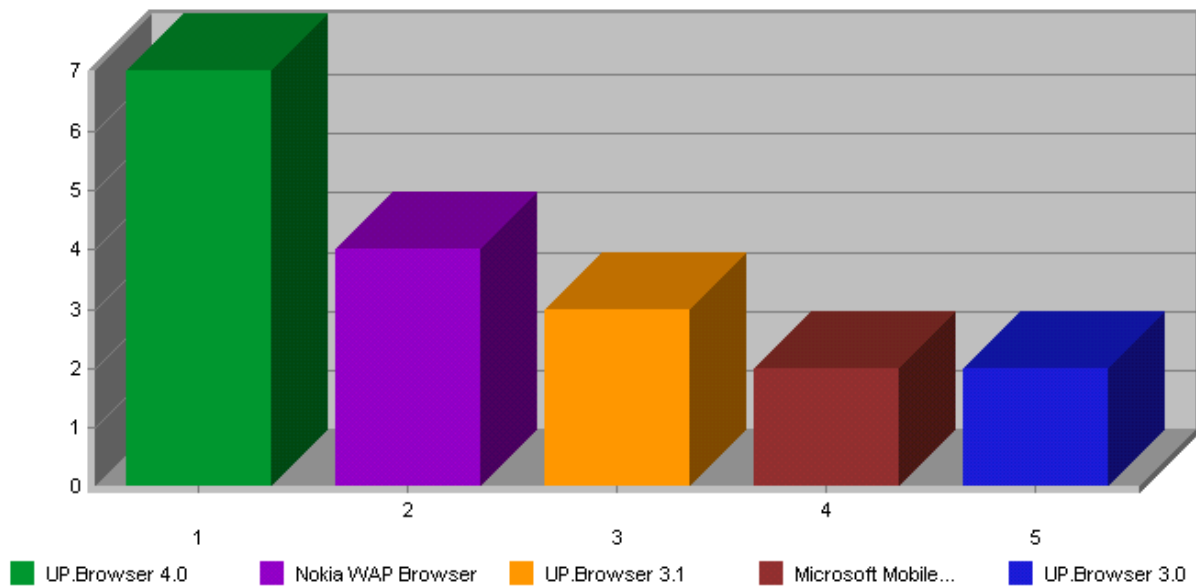
This displays key graphs and tables that provide an overview of the Browsers and Platforms chapter. Click on the title of a graph or table to navigate to the corresponding page.

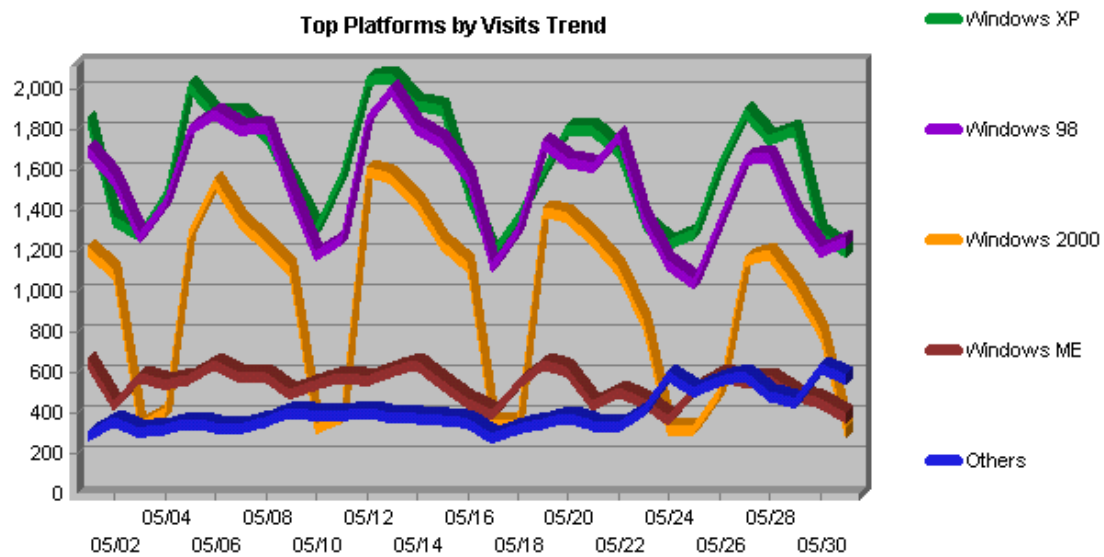
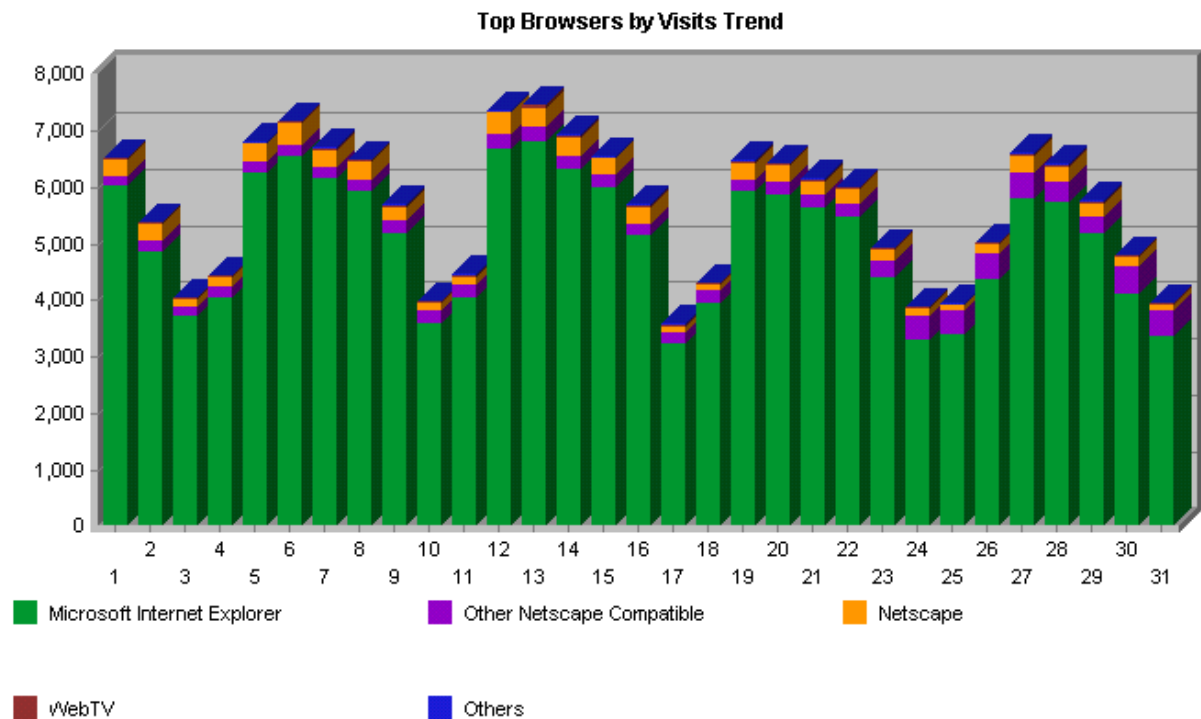


Top WAP Devices by Visits



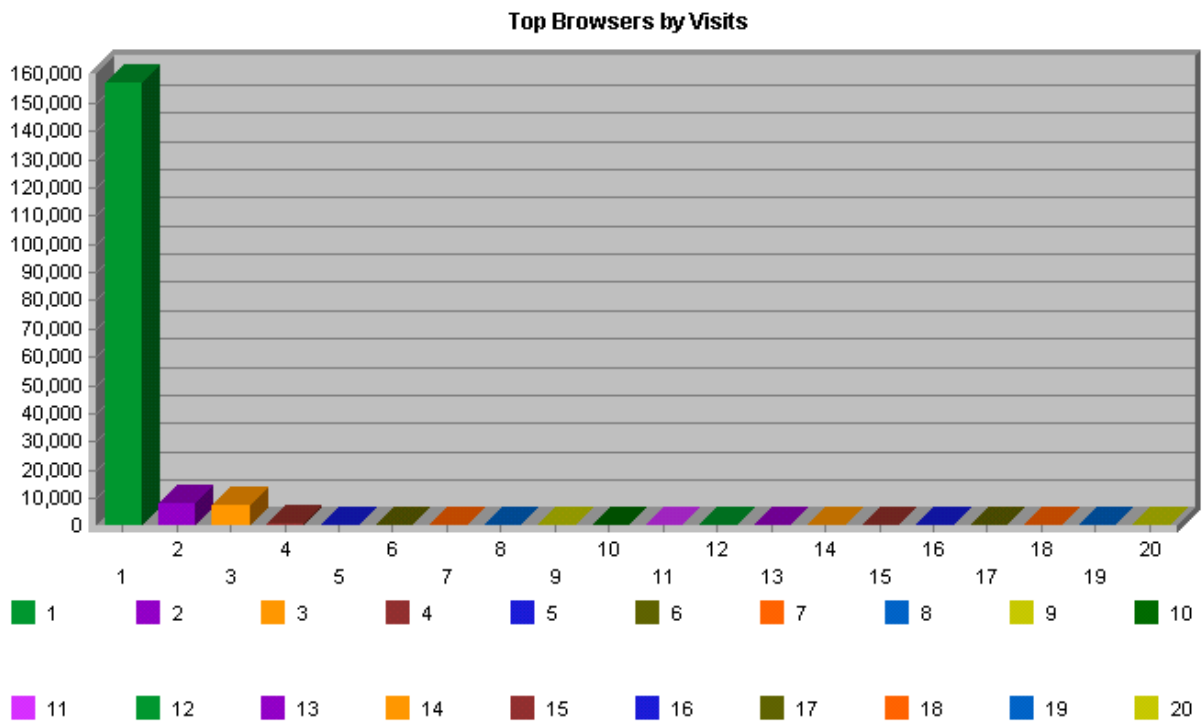
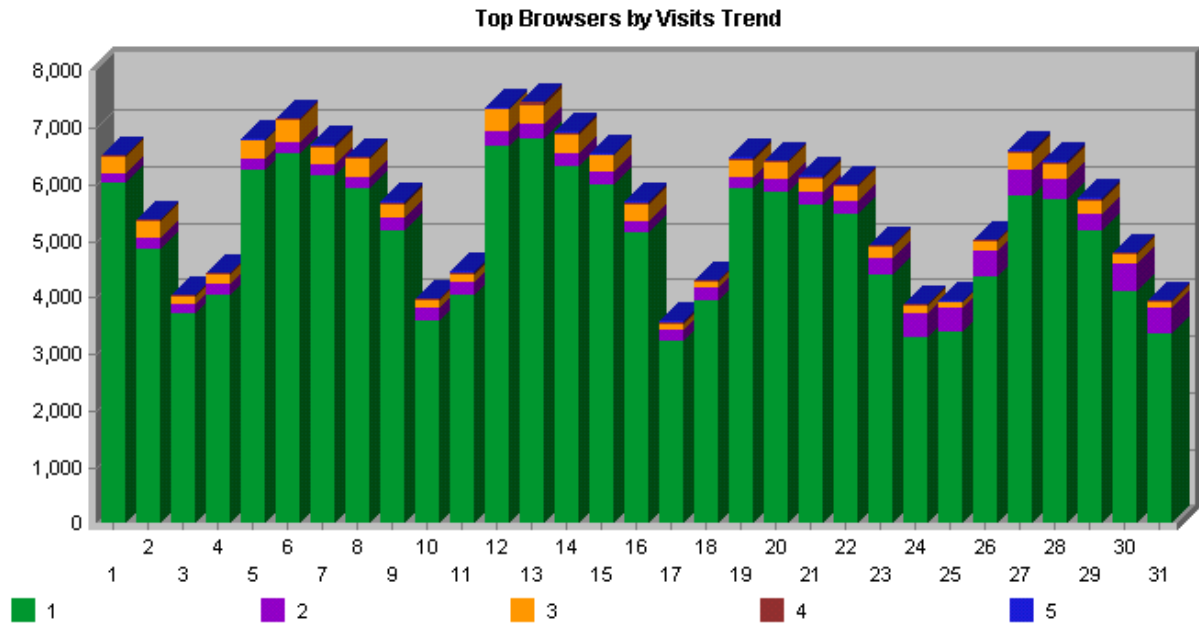
Top WAP Browsers by Visits





Top Browsers

This report identifies the most popular browsers used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.



Top Browsers

	Browser	Visits	%	Hits
1.	Microsoft Internet Explorer	157,108	87.24%	3,464,978
2.	Other Netscape Compatible	8,359	4.64%	65,155
3.	Netscape	7,218	4.01%	241,622
4.	WebTV	887	0.49%	3,009
5.	Others	528	0.29%	11,885
6.	Opera	385	0.21%	10,636
7.	MSProxy/2.0	351	0.19%	1,629
8.	Mozilla/5.0 (Windows; U; Win98; en-US; rv:0.9.4.2) Gecko/20021112 CS 2000 7.0/7.0	258	0.14%	419
9.	ia_archiver	254	0.14%	590
10.	Mozilla/5.0 (Macintosh; U; PPC Mac OS X; en-us) AppleWebKit/73 (KHTML, like Gecko) Safari/73	248	0.14%	6,043
11.	Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:0.9.4.2) Gecko/20021112 CS 2000 7.0/7.0	233	0.13%	374
12.	NutchOrg/0.03-dev (Nutch; http://www.nutch.org/docs/bot.html; nutch-agent@lists.sourceforge.net)	221	0.12%	815
13.	Mozilla/5.0 (Macintosh; U; PPC Mac OS X; en-US; rv:1.0.2) Gecko/20020924 AOL/7.0	136	0.08%	205
14.	Konqueror	104	0.06%	612
15.	asterias/2.0	104	0.06%	142
16.	Xenu Link Sleuth 1.2d	103	0.06%	212
17.	Mozilla/5.0 (Windows; U; Win 9x 4.90; en-US; rv:0.9.4.2) Gecko/20021112 CS 2000 7.0/7.0	101	0.06%	180
18.	Mozilla/5.0 (Macintosh; U; PPC Mac OS X; en-us) AppleWebKit/74 (KHTML, like Gecko) Safari/74	100	0.06%	2,833
19.	Mail Sweeper	94	0.05%	404
20.	Lachesis	92	0.05%	285
	Subtotal	176,884	98.23%	3,812,028
	Other	3,195	1.77%	37,070
	Total	180,079	100.00%	3,849,098

Top Browsers – Help Card



Browser – A program used to locate and view web pages. These include Netscape, Microsoft Internet Explorer, Opera and others.

Hits – Number of hits from visitors using the specified browser. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Total – The total activity based on the sort column (hits or visits) where there was sufficient information to identify the browser. This number may be less than the total visits or hits overall.

Visits – The total visits where there was sufficient information to identify the browser. This number may be less than the total visits overall. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total for the sort column (hits or visits) by those using the specified browser.

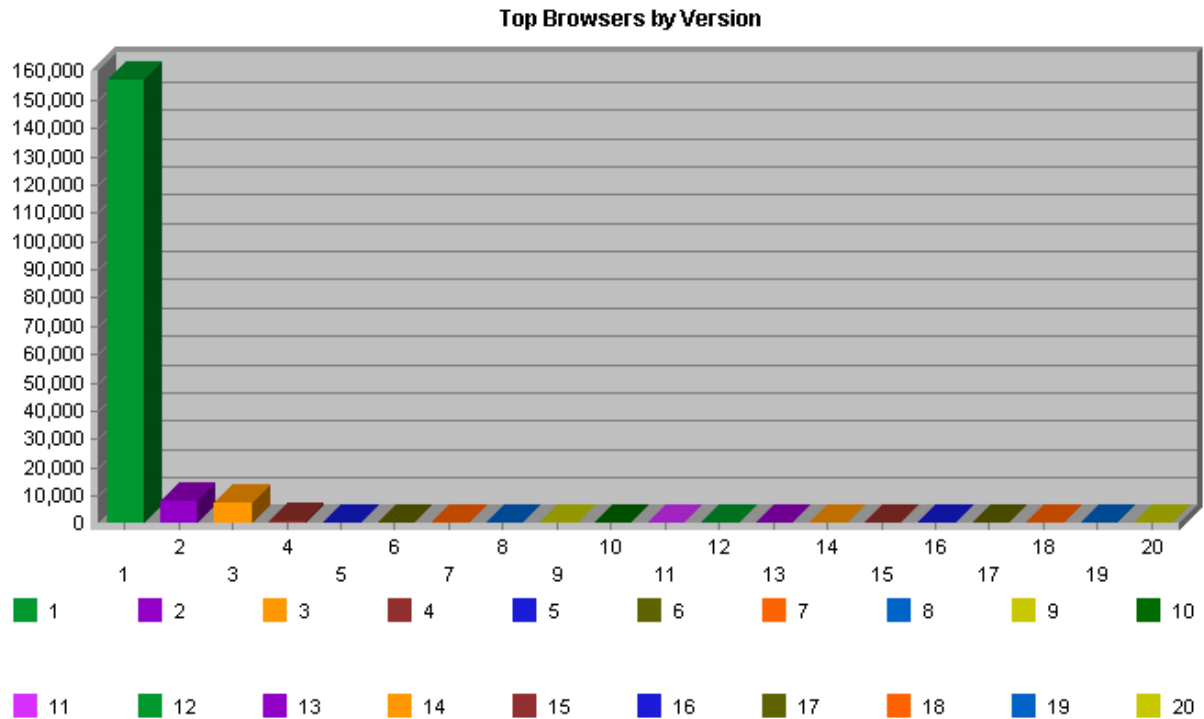


Browser data can help you determine how to configure your site for optimal viewing.

Note: Any hits identified as originating from a spider (an automated program that searches the Internet) are not counted in this table. Also, if a browser does not identify itself in its request to the Web server, it will get counted on this page as an "Other."

Top Browsers by Version

This report lists the browser versions most common among your visitors.




Top Browsers by Version

	Browser	Version	Visits	%	Hits
1.	Microsoft Internet Explorer	6.0	93,832	52.11%	2,203,134
		5.5	33,370	18.53%	641,633
		5.0	15,249	8.47%	263,021
		5.01	9,517	5.28%	250,941
		4.01	1,956	1.09%	25,322
2.	Other Netscape Compatible	Version Unknown	8,359	4.64%	65,155
3.	Netscape	7.02	912	0.51%	28,737
		4.79	646	0.36%	19,487
		4.7	604	0.34%	17,629
		7.0	592	0.33%	19,498
		7.01	409	0.23%	12,988
4.	WebTV	2.6	724	0.40%	2,496
		1.2	163	0.09%	513
5.	Others	Version Unknown	528	0.29%	11,885

6.	Opera	7.10	64	0.04%	1,542
		6.05	61	0.03%	1,423
		7.01	39	0.02%	1,172
		7.03	33	0.02%	1,432
		6.0	28	0.02%	603
7.	MSProxy/2.0	Version Unknown	351	0.19%	1,629
8.	Mozilla/5.0 (Windows; U; Win98; en-US; rv:0.9.4.2) Gecko/20021112 CS 2000 7.0/7.0	Version Unknown	258	0.14%	419
9.	ia_archiver	Version Unknown	254	0.14%	590
10.	Mozilla/5.0 (Macintosh; U; PPC Mac OS X; en-us) AppleWebKit/73 (KHTML, like Gecko) Safari/73	Version Unknown	248	0.14%	6,043
11.	Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:0.9.4.2) Gecko/20021112 CS 2000 7.0/7.0	Version Unknown	233	0.13%	374
12.	NutchOrg/0.03-dev (Nutch; http://www.nutch.org/docs/bot.html; nutch-agent@lists.sourceforge.net)	Version Unknown	221	0.12%	815
13.	Mozilla/5.0 (Macintosh; U; PPC Mac OS X; en-US; rv:1.0.2) Gecko/20020924 AOL/7.0	Version Unknown	136	0.08%	205
14.	Konqueror	3	25	0.01%	226
		3.1	17	0.01%	254
		3.0-RC6	8	0.00%	9
		3.0-RC1	6	0.00%	9
		3.0	6	0.00%	6
15.	asterias/2.0	Version Unknown	104	0.06%	142
16.	Xenu Link Sleuth 1.2d	Version Unknown	103	0.06%	212
17.	Mozilla/5.0 (Windows; U; Win 9x 4.90; en-US; rv:0.9.4.2) Gecko/20021112 CS 2000 7.0/7.0	Version Unknown	101	0.06%	180
18.	Mozilla/5.0 (Macintosh; U; PPC Mac OS X; en-us) AppleWebKit/74 (KHTML, like Gecko) Safari/74	Version Unknown	100	0.06%	2,833
19.	Mail Sweeper	Version Unknown	94	0.05%	404
20.	Lachesis	Version Unknown	92	0.05%	285
Subtotal			176,884	98.23%	3,812,028
Other			3,195	1.77%	37,070
Total			180,079	100.00%	3,849,098


Top Browsers by Version – Help Card

 **Browser** – A program used to locate and view web pages. These include Netscape, Microsoft Internet Explorer, Opera and others.

Visits – Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

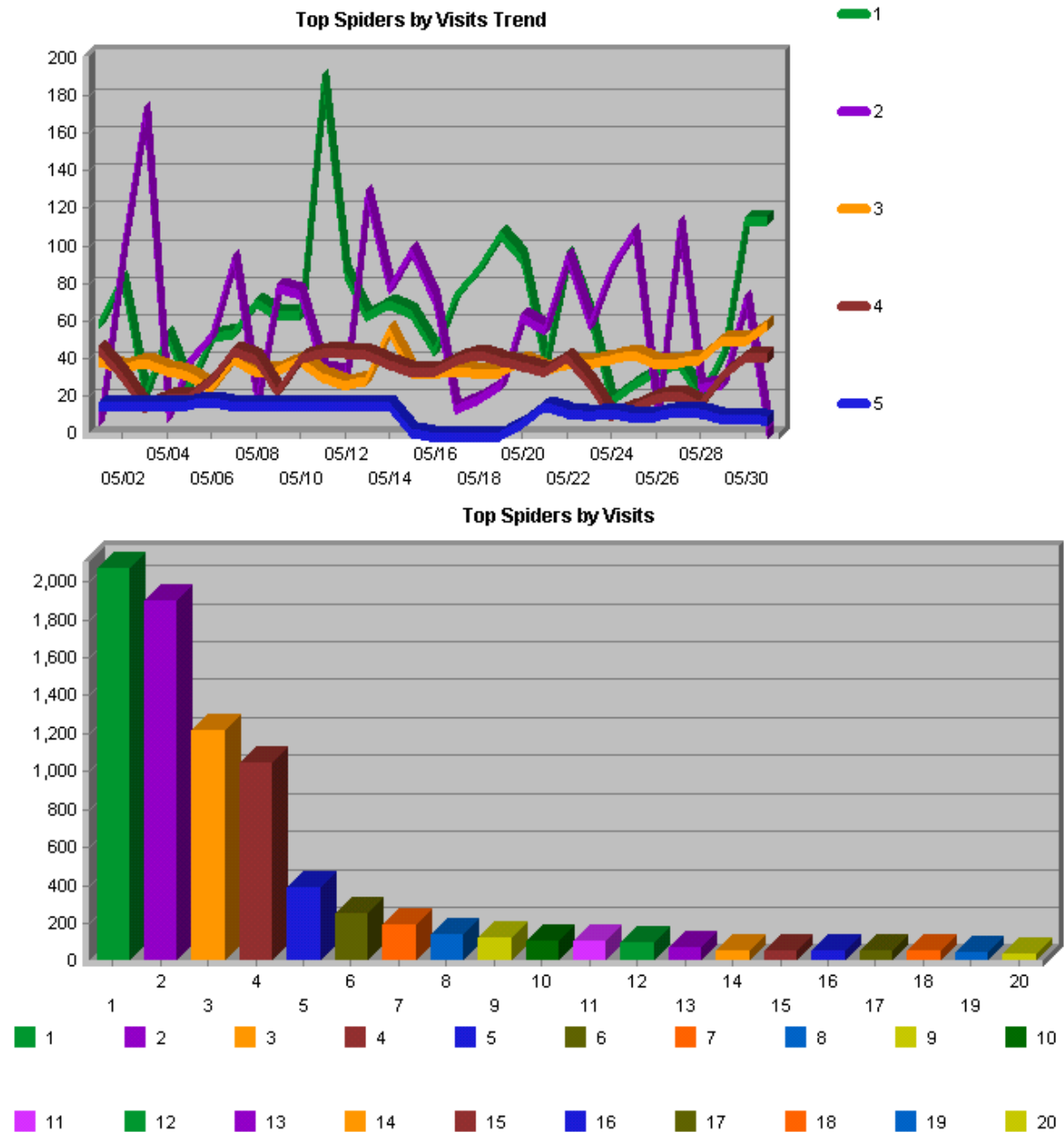
% – Percentage of the total visits in which the visitor viewed this page at least once.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

 This information can help you decide which technology to implement on your site. You can determine whether the majority of your visitors are ready to benefit from the latest technologies (DHTML, Flash, etc.) available with the most recent versions of the main browsers.

Top Spiders

This report identifies robots, spiders, crawlers and search services (i.e. Alta Vista, Lycos, and Excite) visiting your site. The spiders shown in this report are based on a fixed list in our product code.



Top Spiders

	Spider	Visits	%	Hits
1.	Mozilla/5.0 (Slurp/cat; slurp@inktomi.com; http://www.inktomi.com/slurp.html)	2,069	23.53%	4,959
2.	Googlebot	1,903	21.64%	12,324
3.	Scooter	1,214	13.80%	3,871
4.	Mozilla/5.0 (Slurp/si; slurp@inktomi.com; http://www.inktomi.com/slurp.html)	1,047	11.91%	1,151
5.	Mozilla/4.0 compatible ZyBorg/1.0 (wn.zyborg@looksmart.net; http://www.WISEnutbot.com)	391	4.45%	988
6.	Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; MSIECrawler)	249	2.83%	942
7.	Crawler	191	2.17%	1,415
8.	WebTrends Link Analyzer	145	1.65%	1,248
9.	Baiduspider (http:	124	1.41%	208
10.	WebTrends	108	1.23%	12,756
11.	FAST-WebCrawler	108	1.23%	1,916
12.	Mozilla/4.0 (compatible; MSIE 6.0; Windows 98; MSIECrawler)	99	1.13%	424
13.	MindSpider	73	0.83%	1,530
14.	vspider	57	0.65%	4,309
15.	Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; .NET CLR 1.0.3705; MSIECrawler)	53	0.60%	254
16.	Mozilla/4.0 (compatible; MSIE 4.01; Windows NT; MS Search 4.0 Robot) Microsoft	53	0.60%	286
17.	Mozilla/4.0 (compatible; BorderManager 3.0)	53	0.60%	3,214
18.	CyberSpyder Link Test	52	0.59%	331
19.	Mozilla/3.0 (compatible; Fluffy the spider; http://www.searchhippo.com/; info@searchhippo.com)	49	0.56%	80
20.	Szukacz	41	0.47%	85
	Subtotal	8,079	91.87%	52,291
	Other	715	8.13%	7,352
	Total	8,794	100.00%	59,643

Top Spiders – Help Card

? Hits – Number of times the specified spider hit your site. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Spider – An automated program which searches the Internet.

Visits – Number of times the specified spider visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

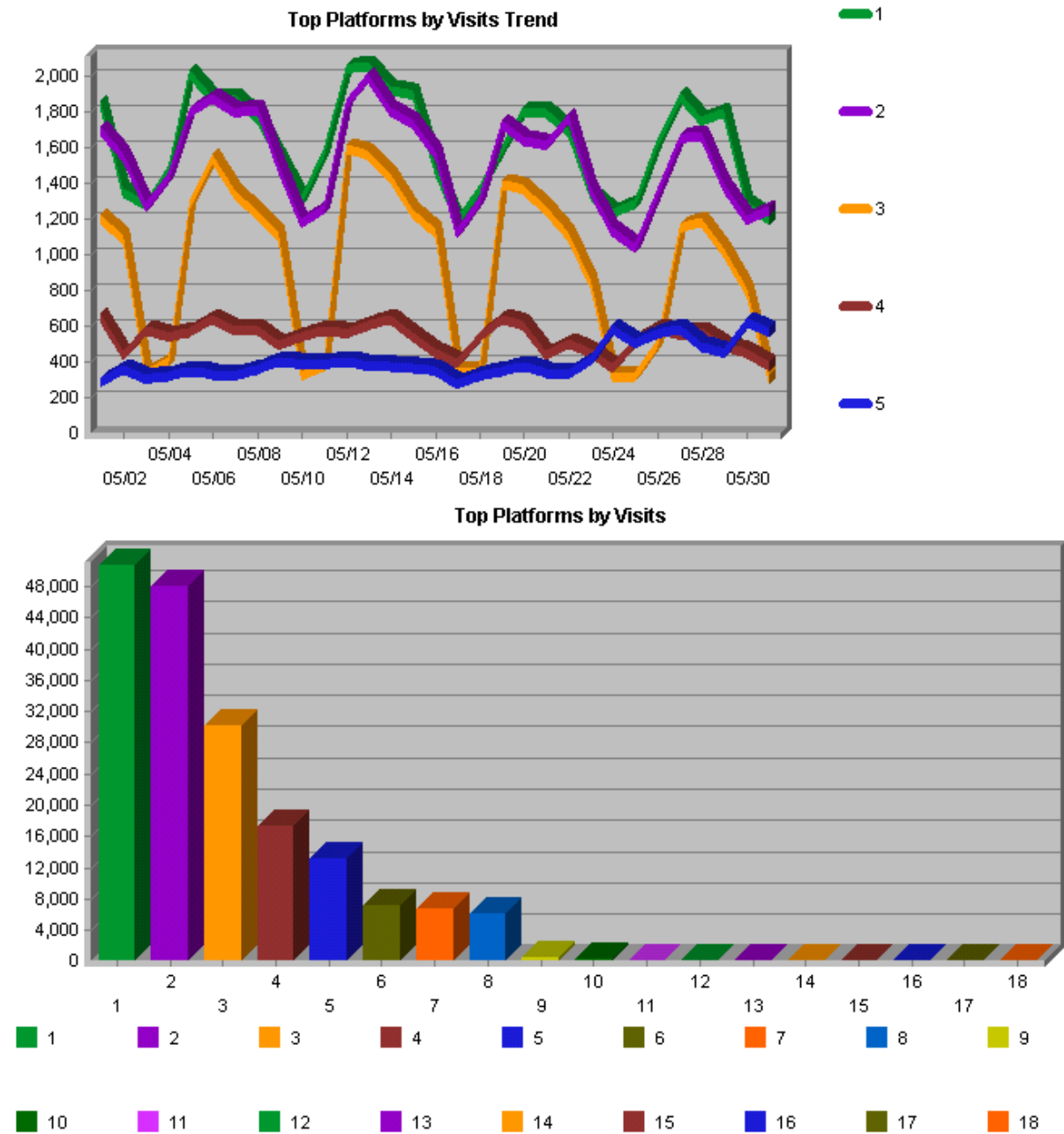
% – Percentage of total spider visits or hits by the specified spider.



—
This information is important for a Webmaster trying to block spiders that tax the server. It also tells you what kind of automated attention you have attracted to your site.

Top Platforms

This report identifies the operating systems most used by the visitors to the site. This information will only be displayed if your server is logging the browser/platform information.



Top Platforms

	Platform	Visits	%	Views
1.	Windows XP	50,713	28.16%	1,033,808
2.	Windows 98	47,924	26.61%	963,624
3.	Windows 2000	30,114	16.72%	958,389
4.	Windows ME	17,228	9.57%	293,605
5.	Others	13,261	7.36%	110,854
6.	Macintosh PowerPC	7,059	3.92%	181,279
7.	Windows NT	6,768	3.76%	171,020
8.	Windows 95	6,060	3.37%	120,968
9.	Linux	422	0.23%	8,430
10.	Windows Win32s	217	0.12%	2,556
11.	Windows 3.x	136	0.08%	298
12.	SunOS	115	0.06%	3,712
13.	FreeBSD	38	0.02%	361
14.	OS/2	10	0.01%	239
15.	Macintosh	5	0.00%	45
16.	Macintosh 68K	4	0.00%	175
17.	Hewlett Packard Unix (HP9000)	3	0.00%	132
18.	NetBSD	2	0.00%	30
	Total	180,079	100.00%	3,849,525

Top Platforms – Help Card

? Hits – Number of hits by visitors using the specified platform. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Platform – The specified platform being analyzed. The operating system used by the visitor to your site.

Total – The total hits or visits that were not identified as from a spider. This number may be less than the total overall.

Visits – Number of visits by visitors using the specified platform. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of hits or visits by those using the specified platform.

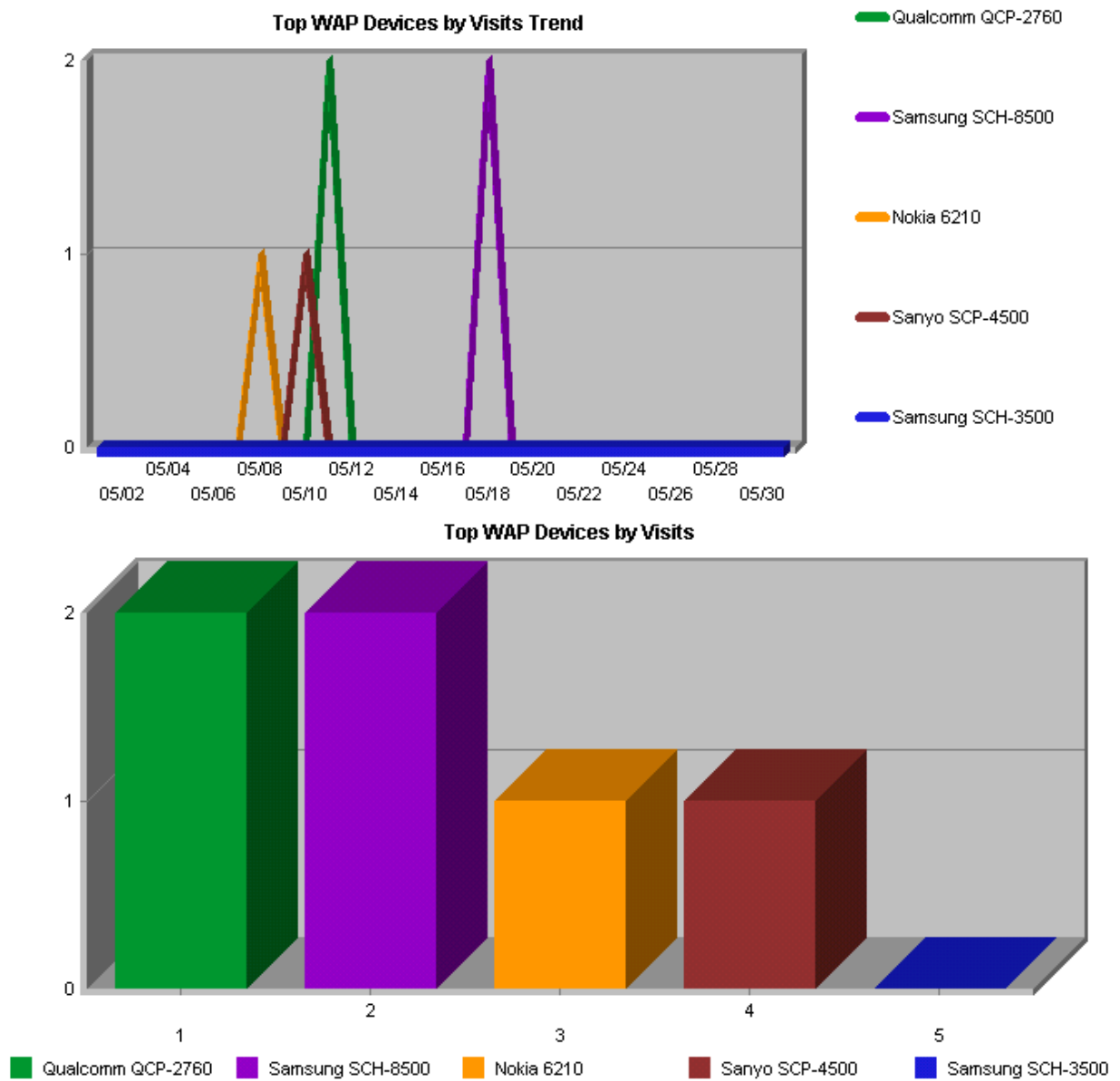


This information is useful when determining what content to include on your web site.

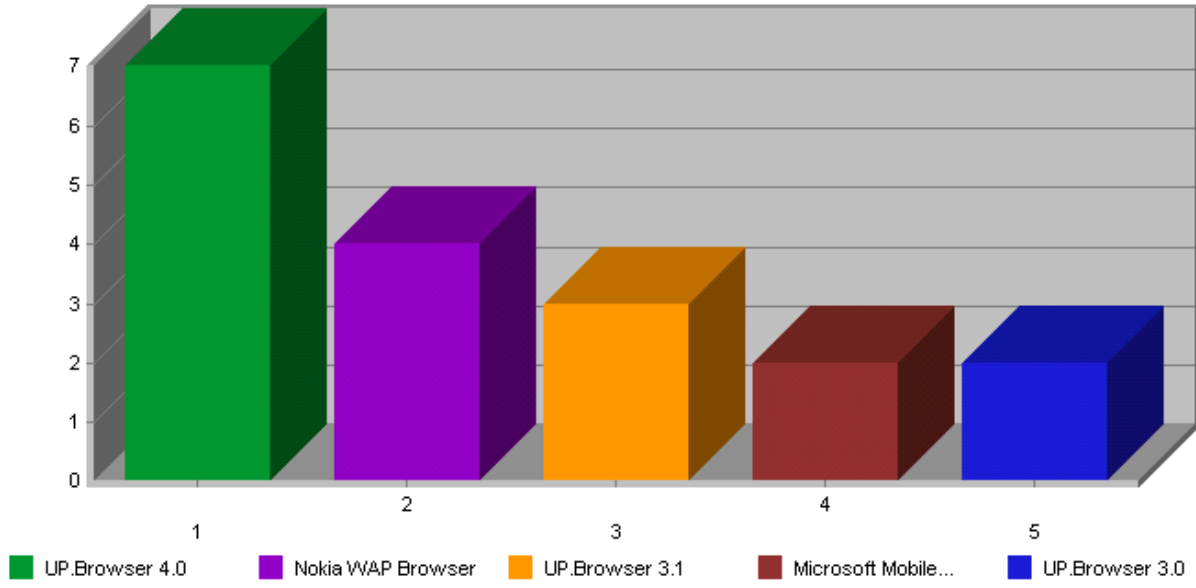


Wireless Dashboard

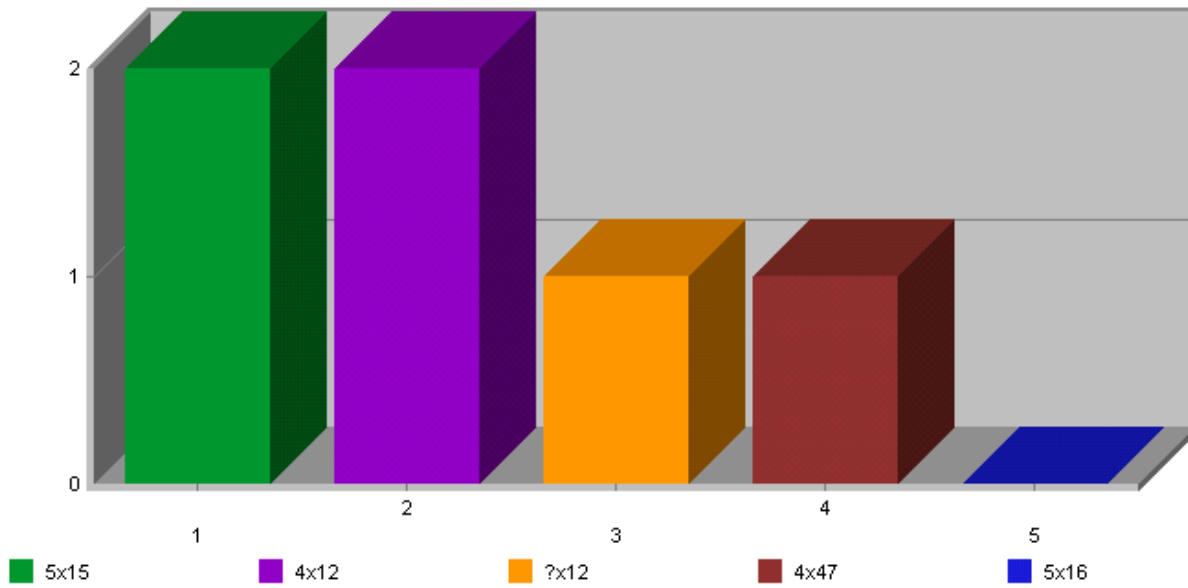
This dashboard summarizes important information related to wireless activity.

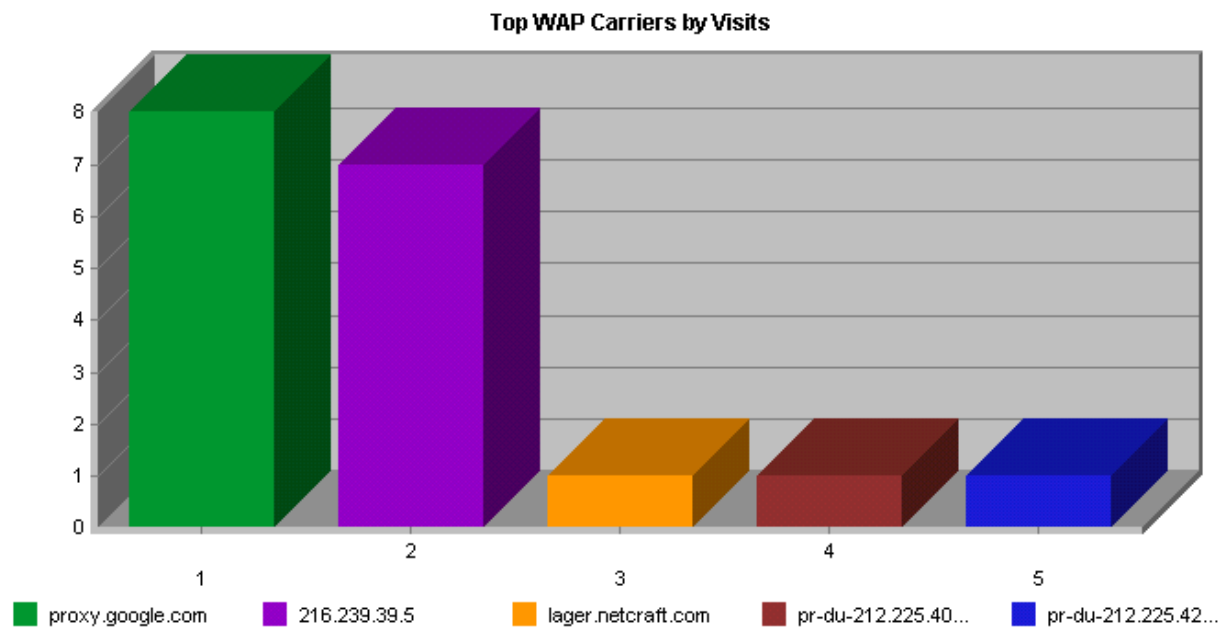
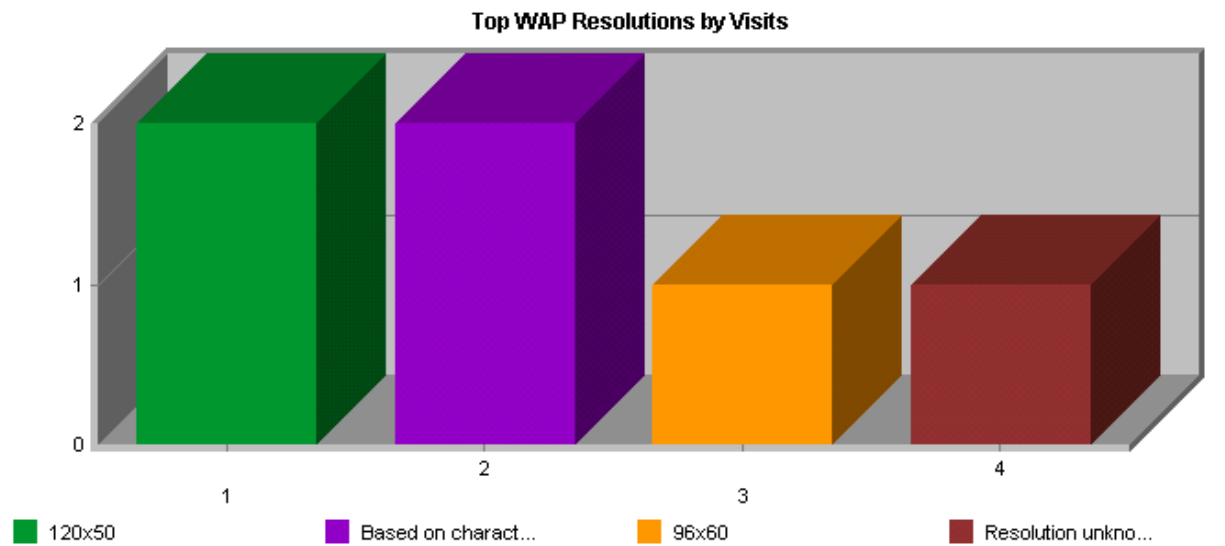


Top WAP Browsers by Visits

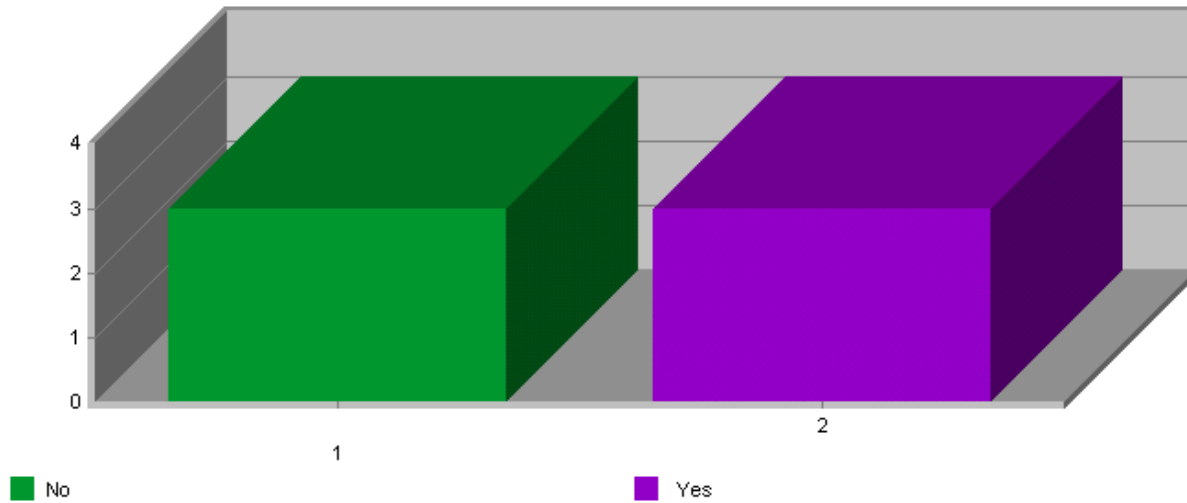


Top WAP Screen Sizes by Visits

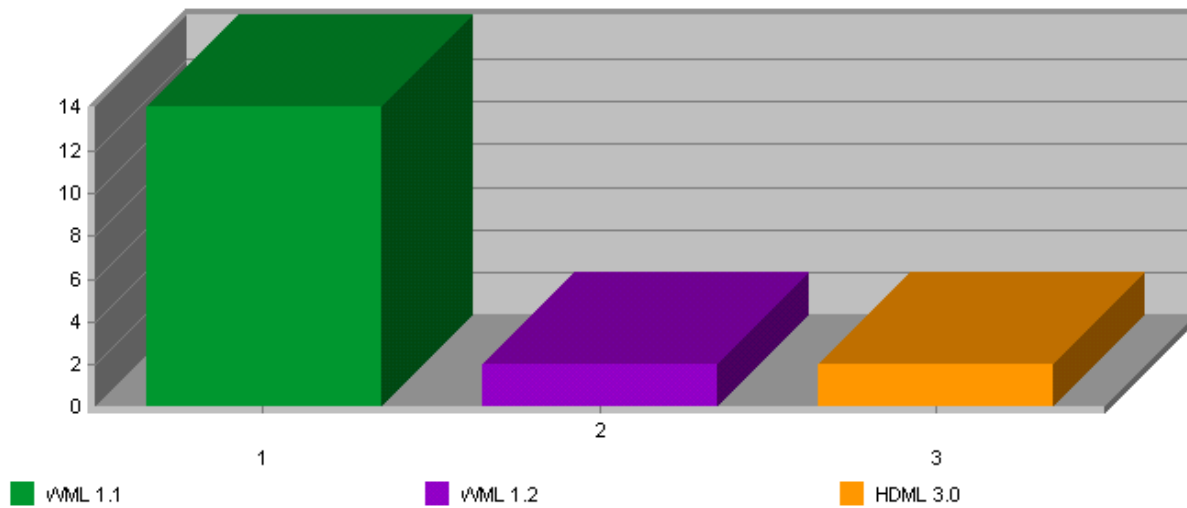




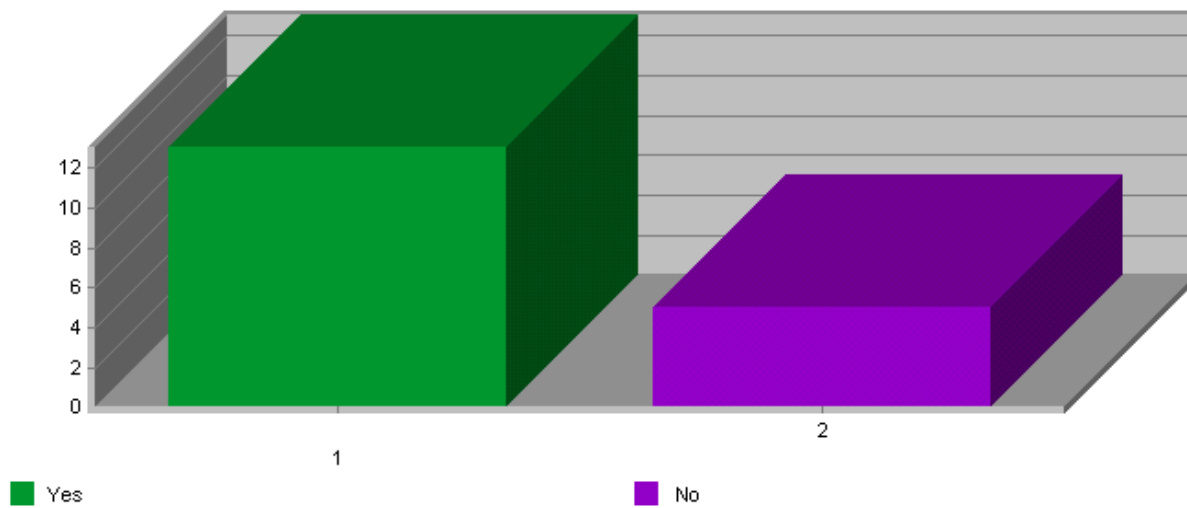
Top WAP Image Support by Visits

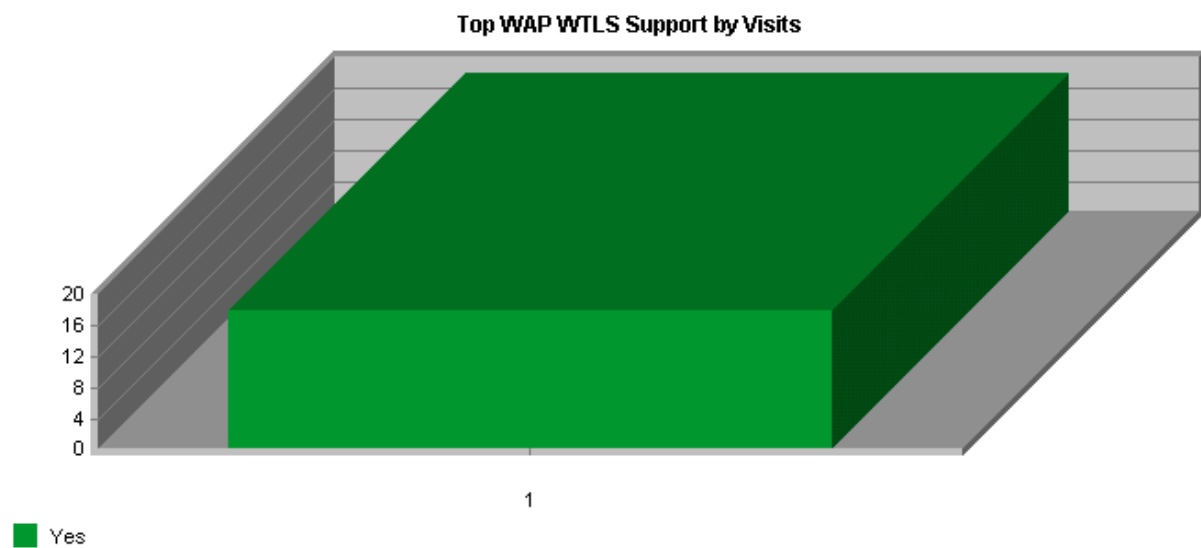
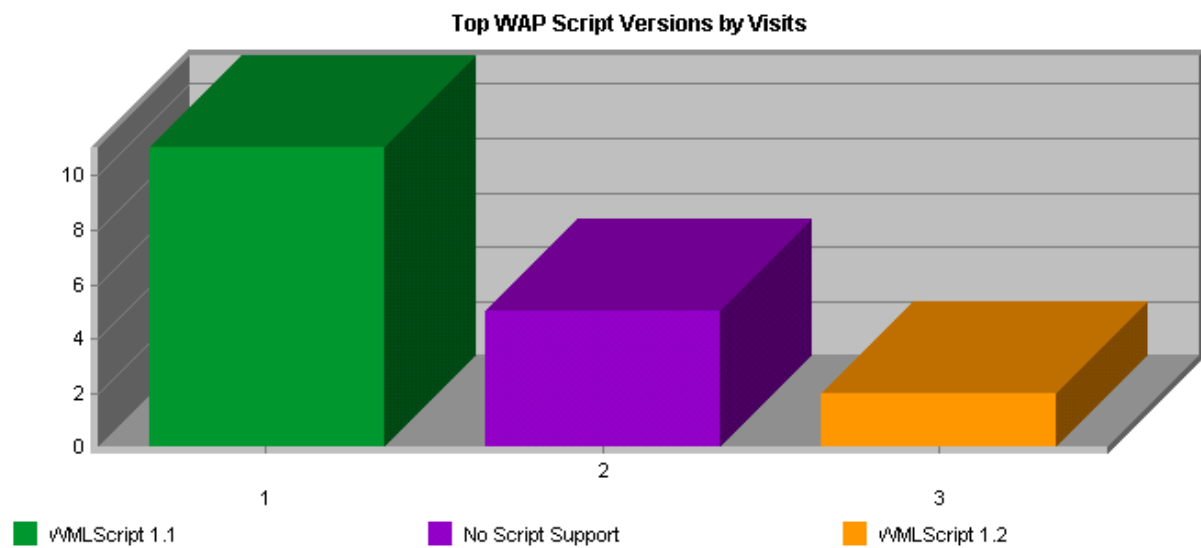


Top WAP Markup Languages by Visits



Top WAP Script Support by Visits

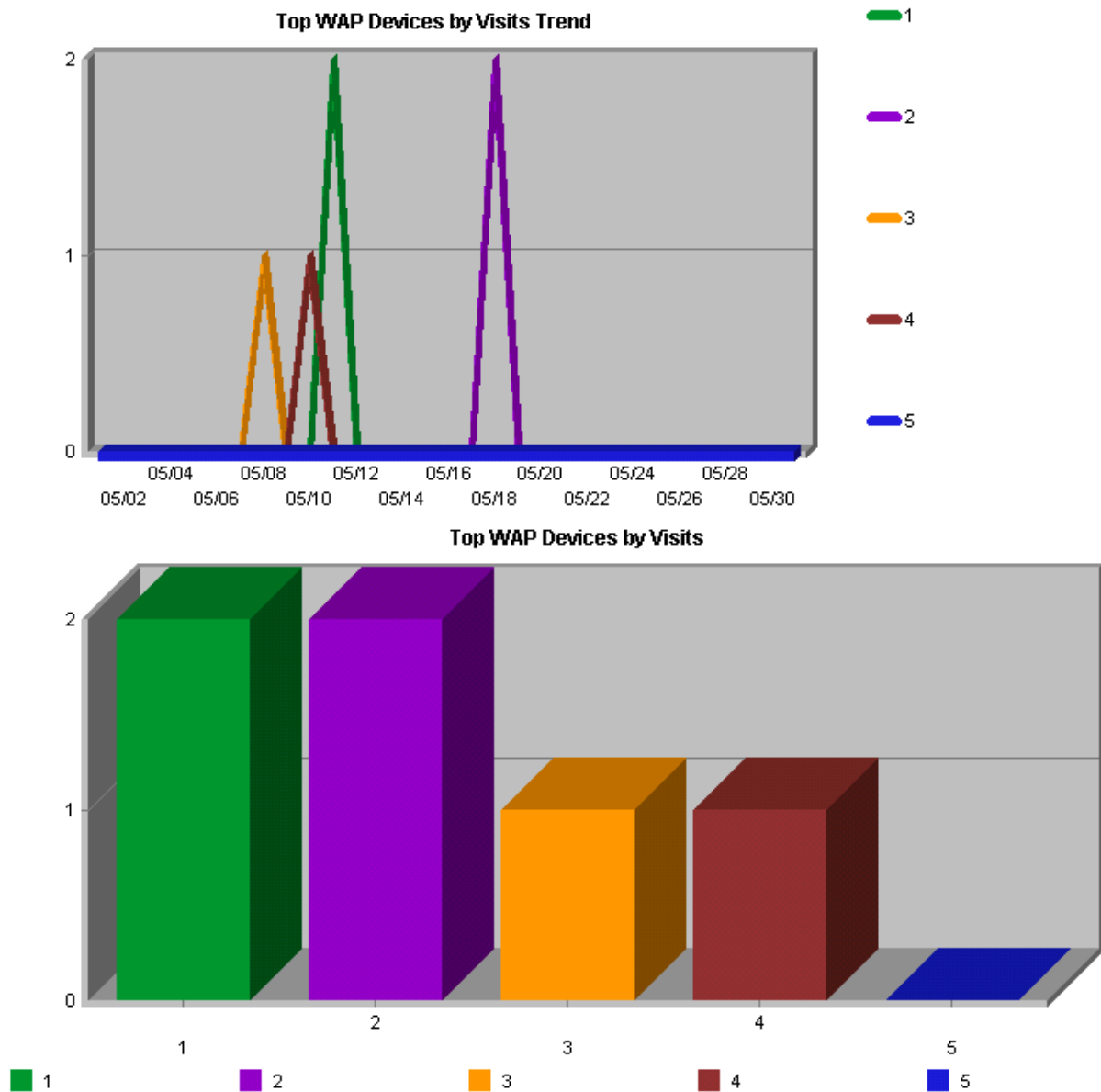




Top WAP Devices

This report identifies the WAP (Wireless Application Protocol) devices most commonly used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because WAP devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.



Top WAP Devices

	Device	Visits	%	Hits
1.	Qualcomm QCP-2760	2	33.33%	21
2.	Samsung SCH-8500	2	33.33%	19
3.	Nokia 6210	1	16.67%	1
4.	Sanyo SCP-4500	1	16.67%	1
5.	Samsung SCH-3500	0	0.00%	0
	Total for Recognized WAP Devices	6	100.00%	42
	Total for Non-WAP &Unrecognized Devices	0	0.00%	0
	Total	6	100.00%	42

Top WAP Devices – Help Card

? Device – A wireless device using Wireless Application Protocol (WAP), such as a cellular telephone or radio transceiver, that can be used to access the Internet. Reporting Center reports only include WAP devices if the log file shows the device used a WAP browser.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Recognized Device – A WAP device whose name and attributes are recognized by Reporting Center.

Total for Non-WAP &Unrecognized Devices – Includes the total number of hits or visits from unrecognized devices, and from the total number from devices that are known not to be WAP devices, such as Palm devices or PCs. Reporting Center does not look for a WAP device in the log file if a non-WAP or unrecognized browser is detected; therefore, also included in this row is the total number of hits or visits from devices with non-WAP or unrecognized browsers.

Unrecognized Device – A WAP device whose name and attributes are not recognized by Reporting Center. Unrecognized devices most likely are newer or less widely-used than recognized devices.

Visits – A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of hits or visits by visitors who used the specified WAP device.

💡 Use this page to determine which WAP (Wireless Application Protocol) devices are most commonly used by visitors to your site. Reporting Center maintains a database of device names and version numbers with known attributes, such as screen size and regional

availability, that is used to generate data on other report pages. Therefore, it may be useful to contrast this page with the "Top WAP Screen Sizes," "Top WAP Screen Resolutions," and "Top WAP Regional Device Availability" pages.

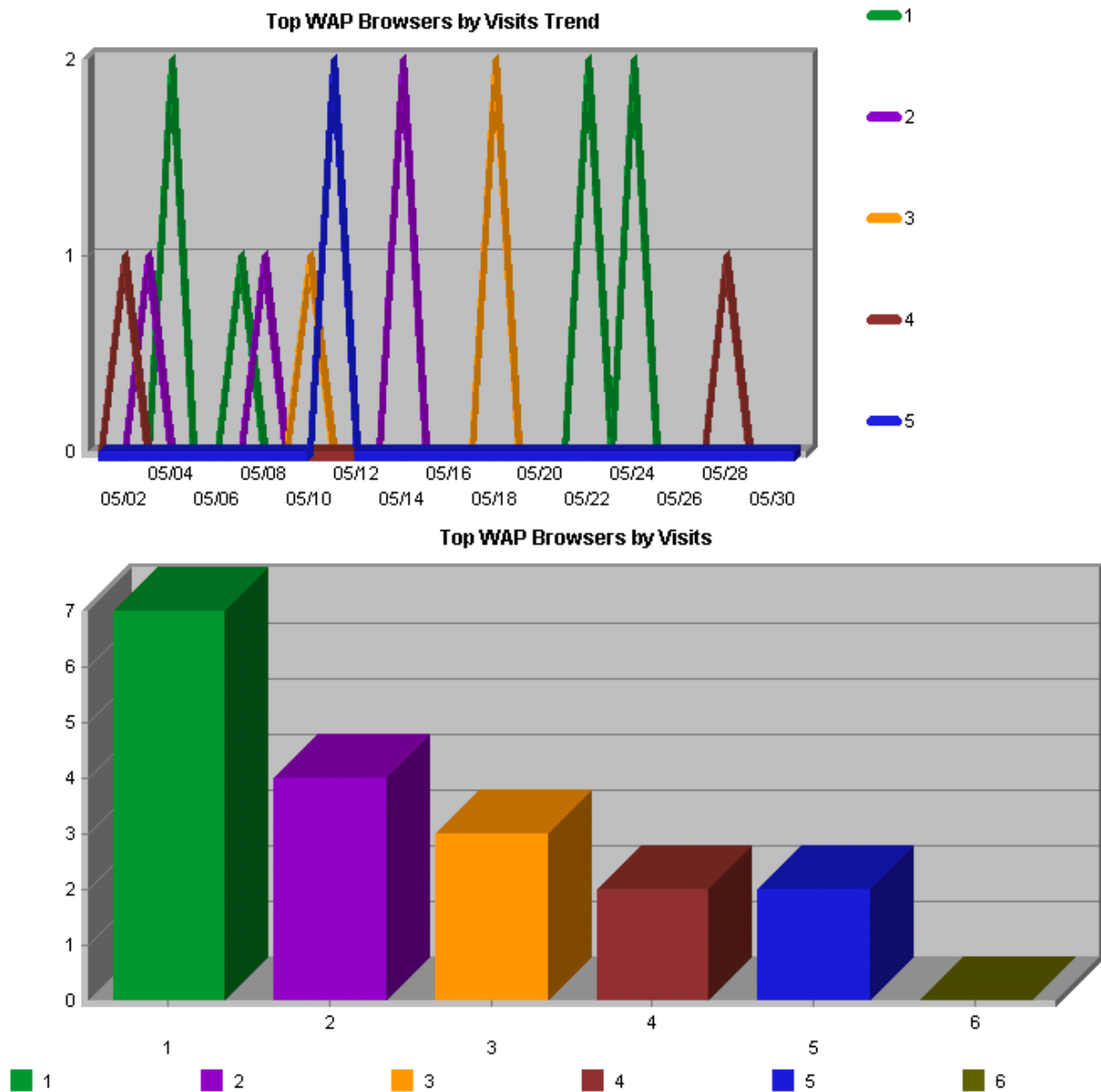
NOTE: On occasion, a visitor may simulate a WAP device or browser with software, and the simulated device or browser may be counted in the total.

Also note that unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because WAP devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.

Top WAP Browsers

This report identifies the WAP (Wireless Application Protocol) browsers most commonly used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because WAP devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.



Top WAP Browsers

	Browser	Device	Visits	%	Hits
1.	UP.Browser 4.0	Unknown Wireless Device	7	38.89%	13
		Total	7	38.89%	13
2.	Nokia WAP Browser	Unknown Wireless Device	3	16.67%	9
		Nokia 6210	1	5.56%	1
		Total	4	22.22%	10
3.	UP.Browser 3.1	Samsung SCH-8500	2	11.11%	19
		Sanyo SCP-4500	1	5.56%	1
		Total	3	16.67%	20
4.	Microsoft Mobile Internet Explorer 3.0	Unknown Wireless Device	2	11.11%	34
		Total	2	11.11%	34
5.	UP.Browser 3.0	Qualcomm QCP-2760	2	11.11%	21
		Total	2	11.11%	21
6.	Phone.Com UP.Simulator	Motorola i1000+ Refresh	1	5.56%	1
		Unknown Wireless Device	1	5.56%	2
		Total	2	11.11%	3
	Total for Recognized WAP Browsers		18	100.00%	101
	Total for Non-WAP &Unrecognized Browsers		0	0.00%	0
	Total		18	100.00%	101

Top WAP Browsers – Help Card

? Browser – A program used on a WAP device to display site content, similar to Netscape or Internet Explorer on PCs.

Device – A wireless device using Wireless Application Protocol (WAP), such as a cellular telephone or radio transceiver, that can be used to access the Internet. Reporting Center reports only include WAP devices if the log file shows the device used a WAP browser.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Recognized Browser – A WAP browser whose name and attributes are recognized by Reporting Center.

Total for Non-WAP &Unrecognized Browsers – Includes the total number of hits or visits from unrecognized browsers, and also the total number from browsers not associated with WAP devices, such as Netscape or Microsoft Internet Explorer.

Visits – A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Unrecognized Browser – A WAP browser whose name and attributes are not recognized by Reporting Center. Unrecognized browsers most likely are newer or less widely-used than recognized browsers.

% – Percentage of hits or visits by visitors who used the specified browser and device.



Use this page to determine which WAP (Wireless Application Protocol) browsers are most commonly used by visitors to your site. Reporting Center maintains a database of browser names and version numbers with known attributes (such as markup and script language support, graphic image support, and WTLS support) that is used to generate data on other report pages. Therefore, it may be useful to contrast this page with the "Top WAP Image Support," "Top WAP Markup Languages," "Top WAP Script Support," "Top WAP Script Versions," and "Top WAP WTLS Support" pages.

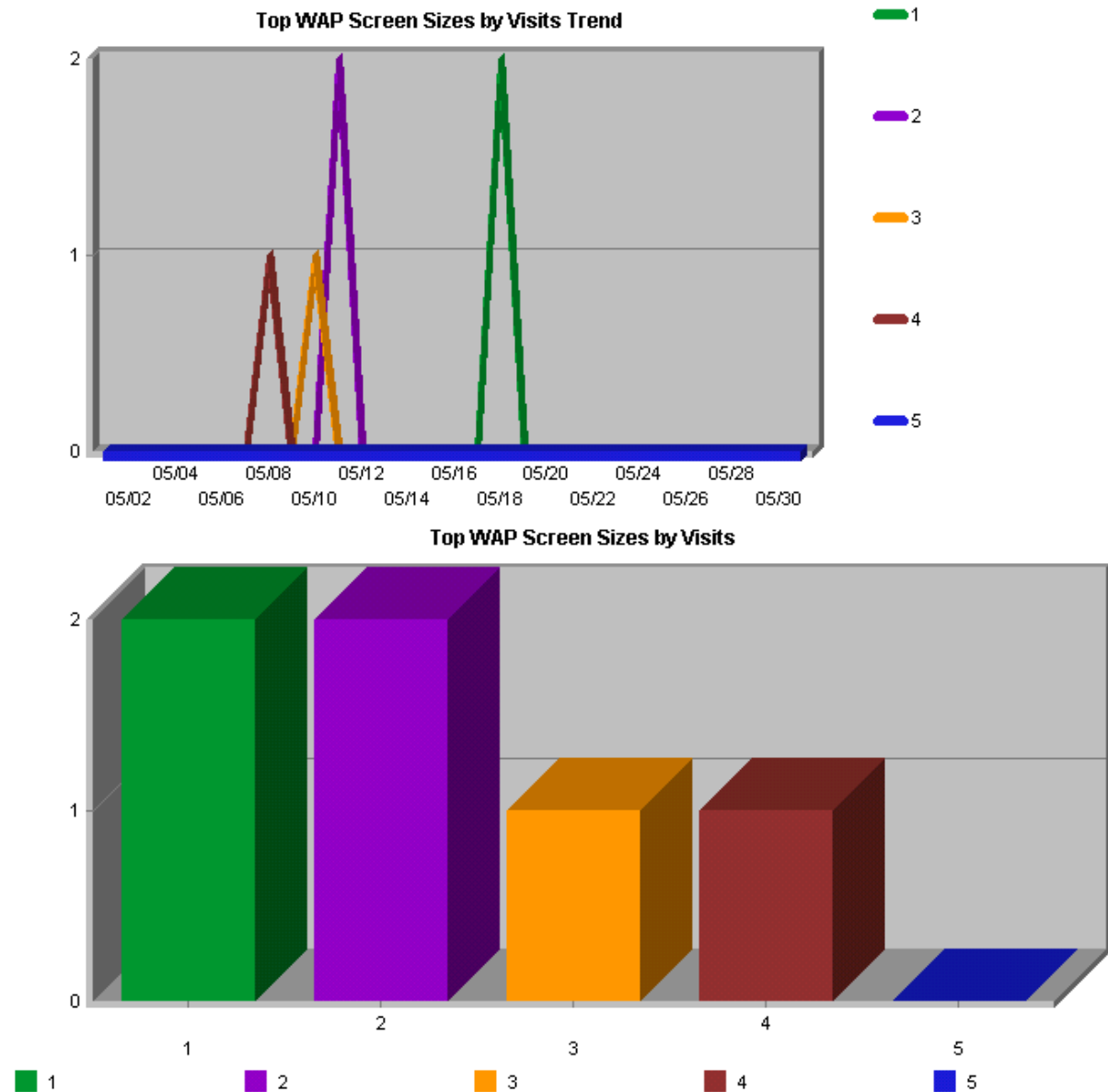
NOTE: On occasion, a visitor may simulate a WAP device or browser with software, and the simulated device or browser may be counted in the total.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because WAP devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.

Top WAP Screen Sizes

This report identifies the most commonly available screen sizes or content area sizes, described by the number of character rows and columns, on the WAP (Wireless Application Protocol) devices used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because WAP devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.



Top WAP Screen Sizes

	Rows x Columns	Device	Visits	%	Hits
1.	5x15	Samsung SCH-8500	2	33.33%	19
		Total	2	33.33%	19
2.	4x12	Qualcomm QCP-2760	2	33.33%	21
		Total	2	33.33%	21
3.	?x12	Sanyo SCP-4500	1	16.67%	1
		Total	1	16.67%	1
4.	4x47	Nokia 6210	1	16.67%	1
		Total	1	16.67%	1
5.	5x16	Motorola i1000+ Refresh	1	16.67%	1
		Total	1	16.67%	1
Total for Recognized WAP Devices			6	100.00%	43
Total for Non-WAP & Unrecognized Devices			0	0.00%	0
Total			6	100.00%	43

Top WAP Screen Sizes – Help Card

? Device – A wireless device using Wireless Application Protocol (WAP), such as a cellular telephone or radio transceiver, that can be used to access the Internet. Reporting Center reports only include WAP devices if the log file shows the device used a WAP browser.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Recognized Device – A WAP device whose name and attributes are recognized by Reporting Center.

Screen Size – The number of character rows and columns of the display content area or screen size on a visitor's WAP device. Content area is shown, if it was logged. Screen size is shown in cases where the screen size was logged but the content area was not.

Total for Non-WAP & Unrecognized Devices – Includes the total number of hits or visits from unrecognized devices, and from the total number from devices that are known not to be WAP devices, such as Palm devices or PCs. Reporting Center does not look for a WAP device in the log file if a non-WAP or unrecognized browser is detected; therefore, also included in this row is the total number of hits or visits from devices with non-WAP or

unrecognized browsers.

Unrecognized Device – A WAP device whose name and attributes are not recognized by Reporting Center. Unrecognized devices most likely are newer or less widely-used than recognized devices.

Visits – A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% – The percentage of hits or visits by visitors who used a WAP device with the specified screen size and device.



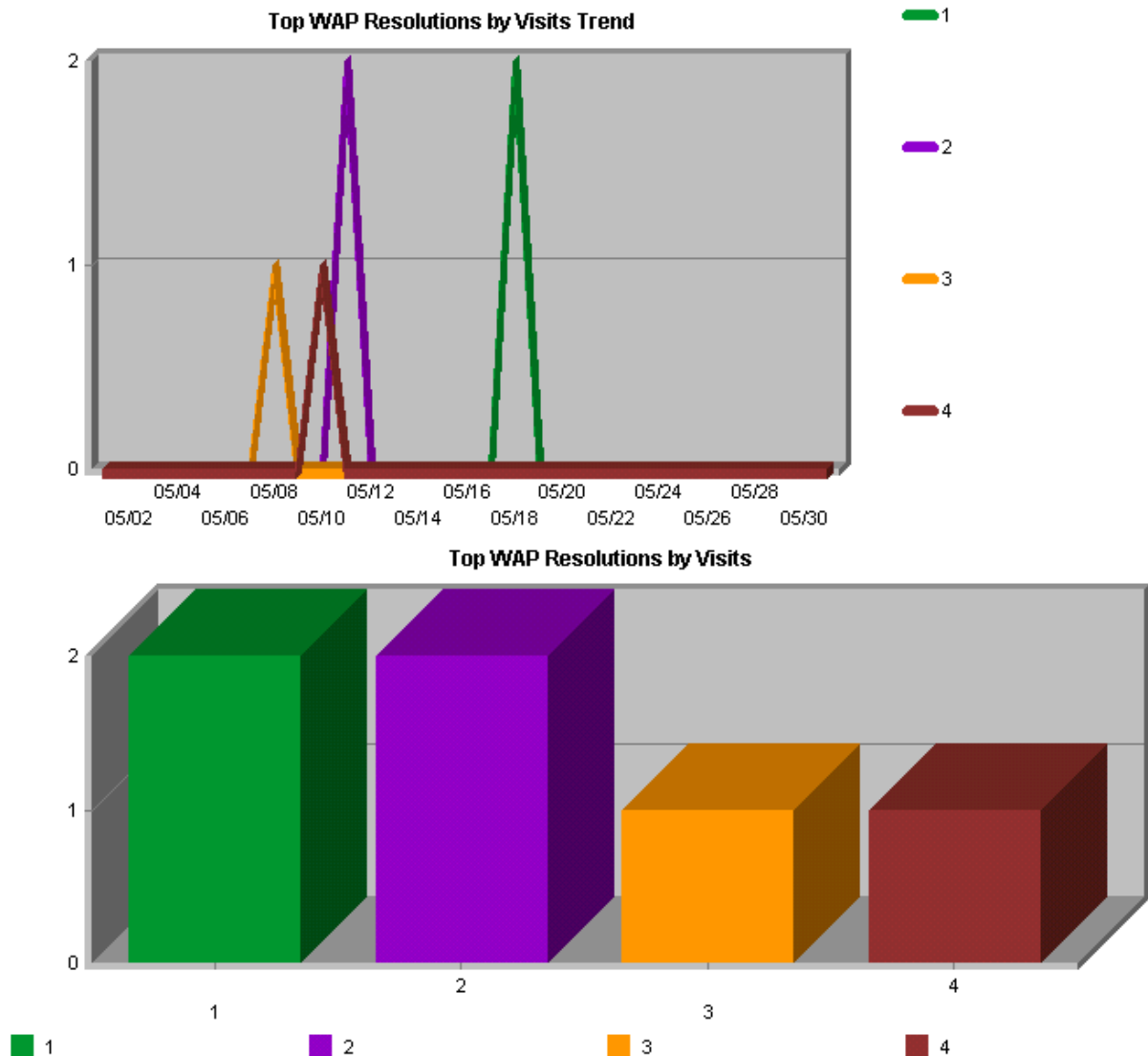
Use this page to determine how much text can simultaneously fit on the screens of the WAP (Wireless Application Protocol) devices used by the most typical visitors to your site.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because WAP devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.

Top WAP Resolutions

This report identifies the most commonly available screen resolutions, described by the number of pixel rows and columns, on the WAP (Wireless Application Protocol) devices used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because WAP devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.



Top WAP Resolutions

	Resolution	Device	Visits	%	Hits
1.	120x50	Samsung SCH-8500	2	33.33%	19
		Total	2	33.33%	19
2.	Based on characters only	Qualcomm QCP-2760	2	33.33%	21
		Motorola i1000+ Refresh	1	16.67%	1
		Total	3	50.00%	22
3.	96x60	Nokia 6210	1	16.67%	1
		Total	1	16.67%	1
4.	Resolution unknown (device recognized)	Sanyo SCP-4500	1	16.67%	1
		Total	1	16.67%	1
		Total for Recognized WAP Devices	6	100.00%	43
		Total for Non-WAP & Unrecognized Devices	0	0.00%	0
		Total	6	100.00%	43

Top WAP Resolutions – Help Card

? Device – A wireless device using Wireless Application Protocol (WAP), such as a cellular telephone or radio transceiver, that can be used to access the Internet. Reporting Center reports only include WAP devices if the log file shows the device used a WAP browser.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Recognized Device – A WAP device whose name and attributes are recognized by Reporting Center.

Resolution – The number of pixel rows and columns of the display screen on a visitor's WAP device. If Reporting Center recognizes the WAP device, but does not know the screen resolution, the report states "Resolution Unknown" for the device. Some WAP devices have no graphics capabilities, and the resolution is based only on the number of text characters that can fit on the screen. For these devices, the report states "Based on Characters Only."

Total for Non-WAP & Unrecognized Devices – Includes the total number of hits or visits from unrecognized devices, and from the total number from devices that are known not to be WAP devices, such as Palm devices or PCs. Reporting Center does not look for a WAP device in the log file if a non-WAP or unrecognized browser is detected; therefore, also included in this row is the total number of hits or visits from devices with non-WAP or unrecognized browsers.

Unrecognized Device – A WAP device whose name and attributes are not recognized by Reporting Center. Unrecognized devices most likely are newer or less widely-used than recognized devices.

Visits – A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% – The percentage of hits or visits by visitors who used a WAP device with the specified screen resolution and device.



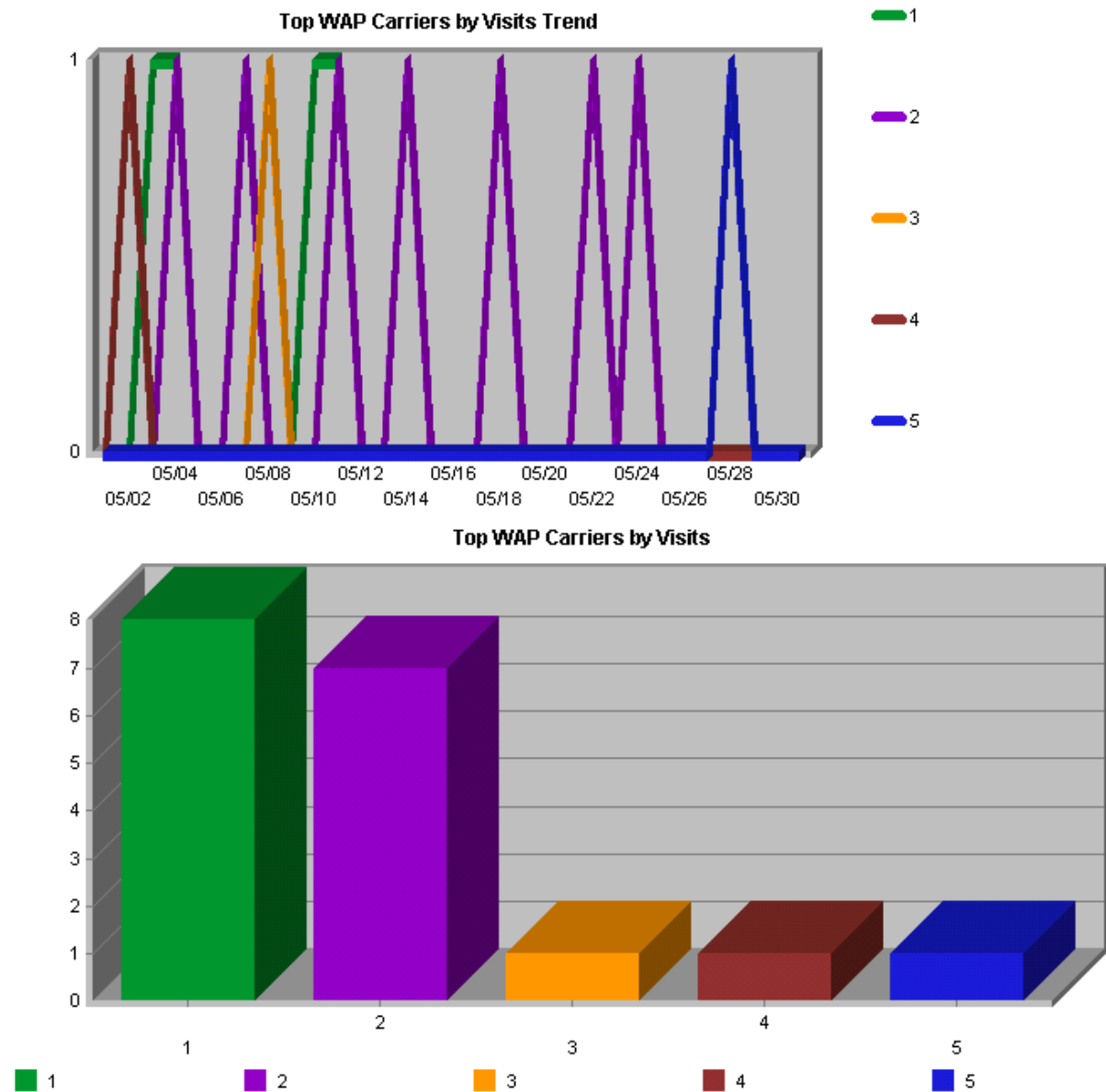
Use this page to determine the amount of space available for graphics on the screens of the WAP (Wireless Application Protocol) devices used by the most typical visitors to your site.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because WAP devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.

Top WAP Carriers

This report identifies the WAP (Wireless Application Protocol) carriers most commonly used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because WAP devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.



Top WAP Carriers

	Carriers	Device	Visits	%	Hits
1.	proxy.google.com	Unknown Wireless Device	5	27.78%	11
		Samsung SCH-8500	1	5.56%	13
		Qualcomm QCP-2760	1	5.56%	16
		Sanyo SCP-4500	1	5.56%	1
		Total	8	44.44%	41
2.	216.239.39.5	Unknown Wireless Device	5	27.78%	13
		Samsung SCH-8500	1	5.56%	6
		Qualcomm QCP-2760	1	5.56%	5
		Motorola i1000+ Refresh	1	5.56%	1
		Total	8	44.44%	25
3.	lager.netcraft.com	Nokia 6210	1	5.56%	1
		Total	1	5.56%	1
4.	pr-du-212.225.40.203.amstrad.demon.net	Unknown Wireless Device	1	5.56%	17
		Total	1	5.56%	17
5.	pr-du-212.225.42.45.amstrad.demon.net	Unknown Wireless Device	1	5.56%	17
		Total	1	5.56%	17
Total for Recognized WAP Browsers			18	100.00%	101
Total for Non-WAP & Unrecognized Browsers			0	0.00%	0
Total			18	100.00%	101

Top WAP Carriers – Help Card



Carrier – The name or IP address of a WAP carrier used by visitors to your site. A WAP Carrier is also known as a gateway server, which acts as an intermediary and relays server requests from visitors to your site. DNS resolution must be configured before a WAP carrier's IP addresses can be converted to an actual name, but there may still be some IP addresses that are not converted.

Device – A wireless device using Wireless Application Protocol (WAP), such as a cellular telephone or radio transceiver, that can be used to access the Internet. Reporting Center reports only include WAP devices if the log file shows the device used a WAP browser.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Visits – A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – The percentage of hits or visits by visitors who used the specified WAP carrier and device.



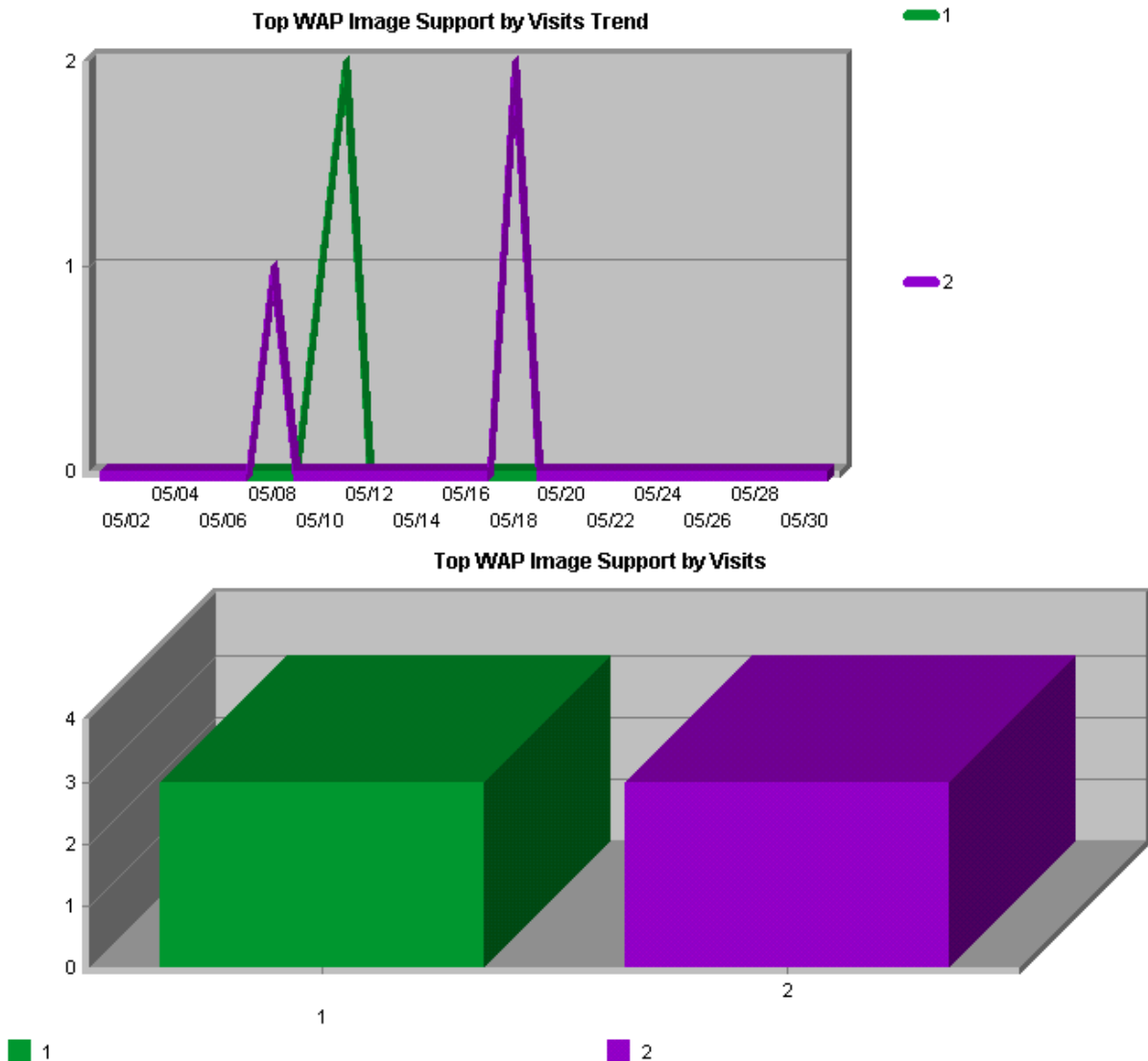
Use this page to determine the most common WAP carriers used by visitors to your site. You can use any information you have about the most popular WAP carriers and their customers to increase your knowledge about your site's visitors.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because WAP devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.

Top WAP Image Support

This report identifies what sort of graphic image support is available on the WAP (Wireless Application Protocol) devices most commonly used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because WAP devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.



Top WAP Image Support

	Image Support	Device	Visits	%	Hits
1.	No	Qualcomm QCP-2760	2	33.33%	21
		Sanyo SCP-4500	1	16.67%	1
		Motorola i1000+ Refresh	1	16.67%	1
		Total	4	66.67%	23
2.	Yes	Samsung SCH-8500	2	33.33%	19
		Nokia 6210	1	16.67%	1
		Total	3	50.00%	20
		Total for Recognized WAP Devices	6	100.00%	43
		Total for Non-WAP & Unrecognized Devices	0	0.00%	0
		Total	6	100.00%	43

Top WAP Image Support – Help Card

? Device – A wireless device using Wireless Application Protocol (WAP), such as a cellular telephone or radio transceiver, that can be used to access the Internet. Reporting Center reports only include WAP devices if the log file shows the device used a WAP browser.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Image Support – Refers to whether or not a visitor's WAP device supported graphic images, and if so, what sort of support was available. "Yes" means full image support was available. "Icons Only" means icon graphic support was available, but picture graphic and animation support were not. "No" means no image support was available.

Recognized Device – A WAP device whose name and attributes are recognized by Reporting Center.

Total for Non-WAP & Unrecognized Devices – Includes the total number of hits or visits from unrecognized devices, and from the total number from devices that are known not to be WAP devices, such as Palm devices or PCs. Reporting Center does not look for a WAP device in the log file if a non-WAP or unrecognized browser is detected; therefore, also included in this row is the total number of hits or visits from devices with non-WAP or unrecognized browsers.

Unrecognized Device – A WAP device whose name and attributes are not recognized by

Reporting Center. Unrecognized devices most likely are newer or less widely-used than recognized devices.

Visits – A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% – The percentage of hits or visits by visitors with the specified image support and device.



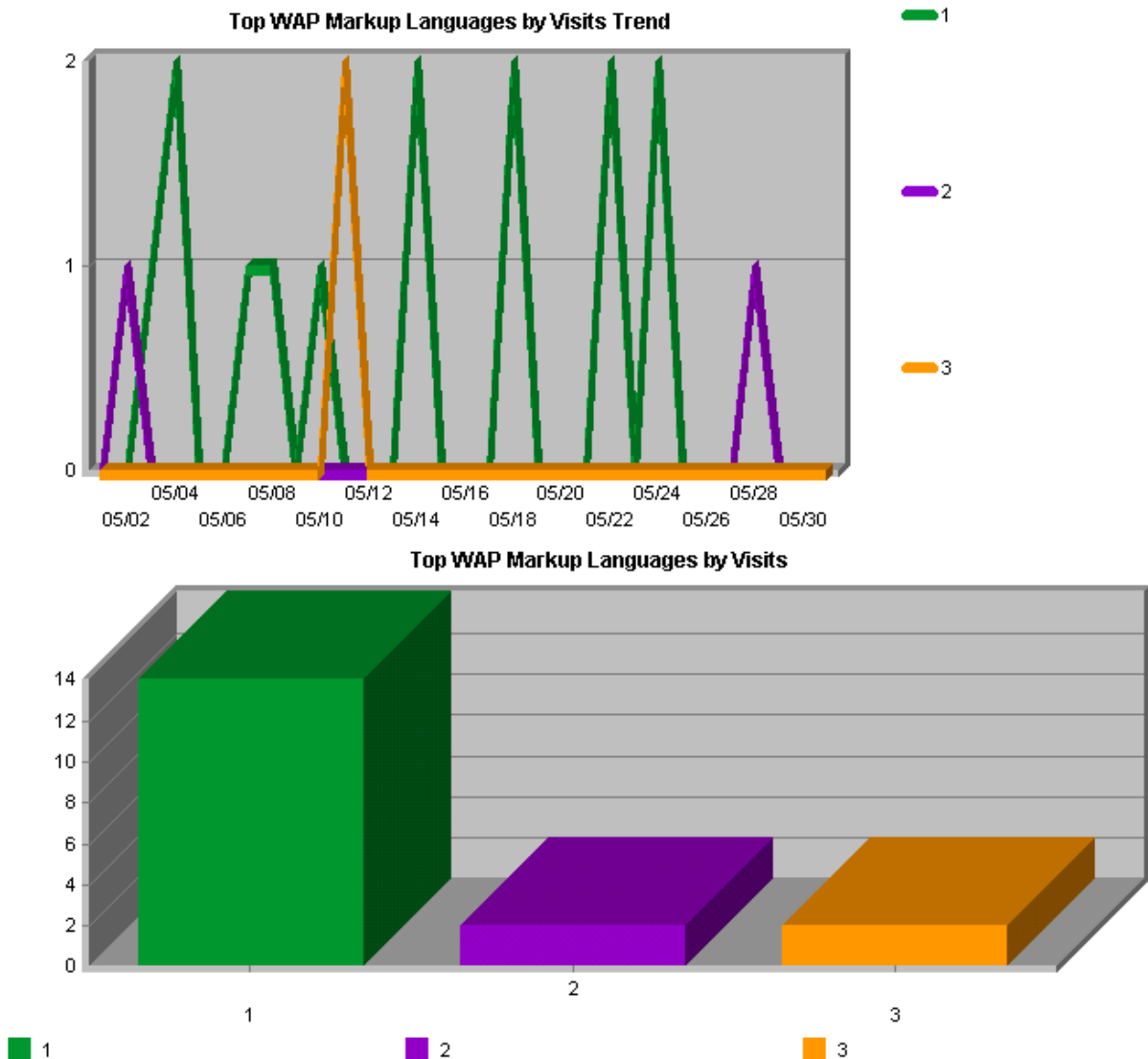
Use this page to determine what kind of graphics support is available for the typical visitors to your site.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because WAP devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.

Top WAP Markup Languages

This report identifies the most advanced markup languages supported by the WAP (Wireless Application Protocol) browsers most commonly used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because WAP devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.



Top WAP Markup Languages

	Markup Language	Browser	Visits	%	Hits
1.	WML 1.1	UP.Browser 4.0	7	38.89%	13
		Nokia WAP Browser	4	22.22%	10
		UP.Browser 3.1	3	16.67%	20
		Phone.Com UP.Simulator	1	5.56%	3
		Total	15	83.33%	46
2.	WML 1.2	Microsoft Mobile Internet Explorer 3.0	2	11.11%	34
		Total	2	11.11%	34
3.	HDML 3.0	UP.Browser 3.0	2	11.11%	21
		Total	2	11.11%	21
	Total for Recognized WAP Browsers		18	100.00%	101
	Total for Non-WAP &Unrecognized Browsers		0	0.00%	0
	Total		18	100.00%	101

Top WAP Markup Languages – Help Card

? Browser – A program used on a WAP device to display site content, similar to Netscape or Internet Explorer on PCs.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Markup Language – The programming language used to write WAP pages, or decks. HDML was the first generation of WAP markup languages, and WML is newer and more advanced. This table column refers to the most advanced markup language support available on the browser specified in the same row. It is safe to assume that the browser supports all markup languages and versions prior those specified.

Recognized Browser – A WAP browser whose name and attributes are recognized by Reporting Center.

Visits – A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time

limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

Total for Non–WAP &Unrecognized Browsers – Includes the total number of hits or visits from unrecognized browsers, and also the total number from browsers not associated with WAP devices, such as Netscape or Microsoft Internet Explorer.

Unrecognized Browser – A WAP browser whose name and attributes are not recognized by Reporting Center. Unrecognized browsers most likely are newer or less widely–used than recognized browsers.

% – The percentage of hits or visits by visitors whose WAP device offered the highest level of support to the specified markup language, and whose WAP device used the specified browser.



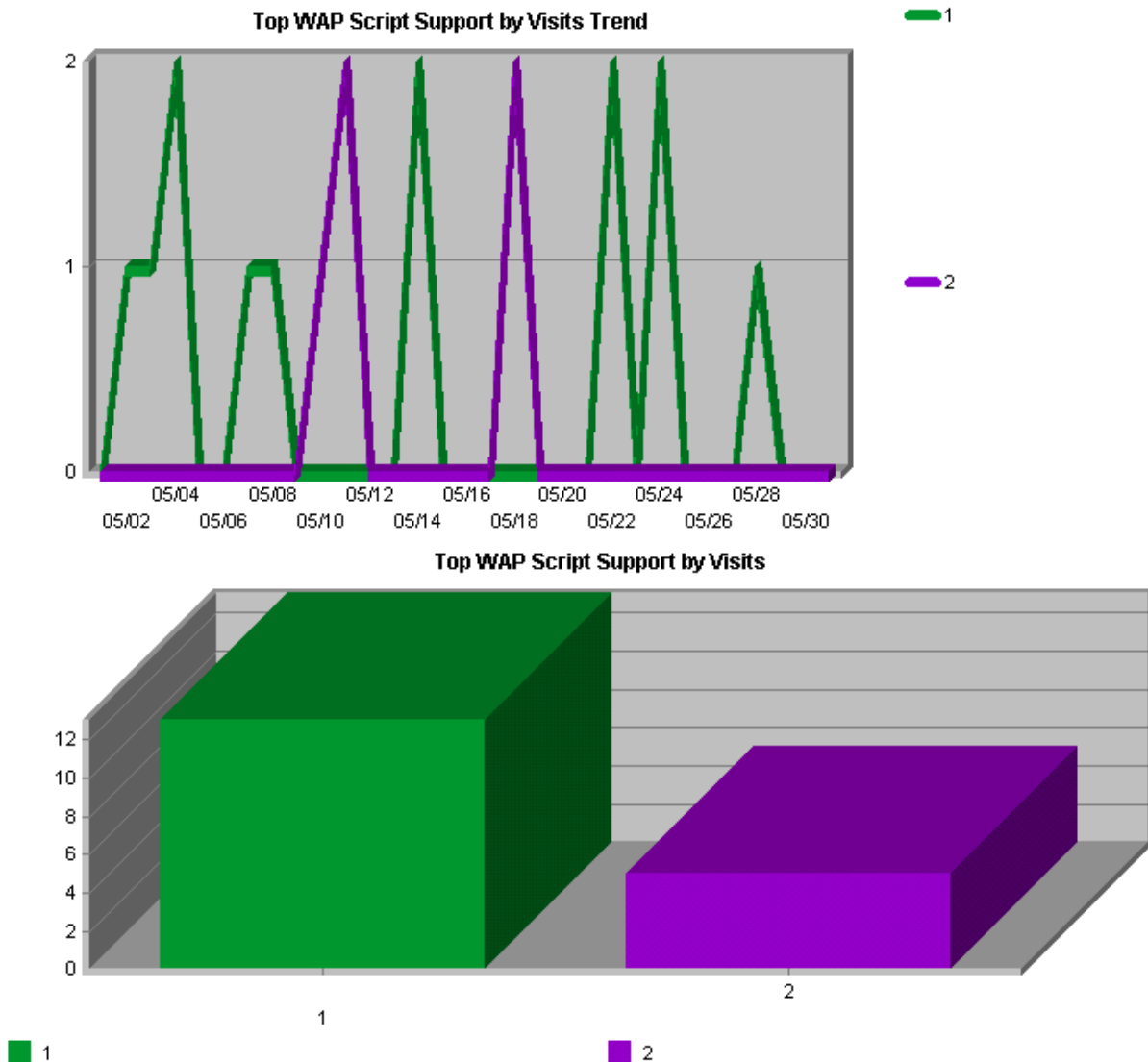
Use this page to determine the best markup language to use for the creation of content on your site.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because WAP devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.

Top WAP Script Support

This report identifies whether or not script support is provided by the WAP (Wireless Application Protocol) browsers most commonly used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because WAP devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.



Top WAP Script Support

	Script Support	Browser	Visits	%	Hits
1.	Yes	UP.Browser 4.0	7	38.89%	13
		Nokia WAP Browser	4	22.22%	10
		Microsoft Mobile Internet Explorer 3.0	2	11.11%	34
		Phone.Com UP.Simulator	1	5.56%	3
		Total	14	77.78%	60
2.	No	UP.Browser 3.1	3	16.67%	20
		UP.Browser 3.0	2	11.11%	21
		Total	5	27.78%	41
		Total for Recognized WAP Browsers	18	100.00%	101
		Total for Non-WAP &Unrecognized Browsers	0	0.00%	0
		Total	18	100.00%	101

Top WAP Script Support – Help Card



Browser – A program used on a WAP device to display site content, similar to Netscape or Internet Explorer on PCs.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Recognized Browser – A WAP browser whose name and attributes are recognized by Reporting Center.

Script – A simple programming language used to execute specific or limited tasks. Scripts are often used for pages on the Internet to serve dynamic content and to tailor pages for individual visitors.

Script Support – Refers to whether or not a visitor's WAP browser supported programming scripts.

Total for Non-WAP &Unrecognized Browsers – Includes the total number of hits or visits from unrecognized browsers, and also the total number from browsers not associated with WAP devices, such as Netscape or Microsoft Internet Explorer.

Visits – A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

Unrecognized Browser – A WAP browser whose name and attributes are not recognized by Reporting Center. Unrecognized browsers most likely are newer or less widely–used than recognized browsers.

% – The percentage of hits or visits by visitors whose WAP device used the specified browser and had the specified script support.



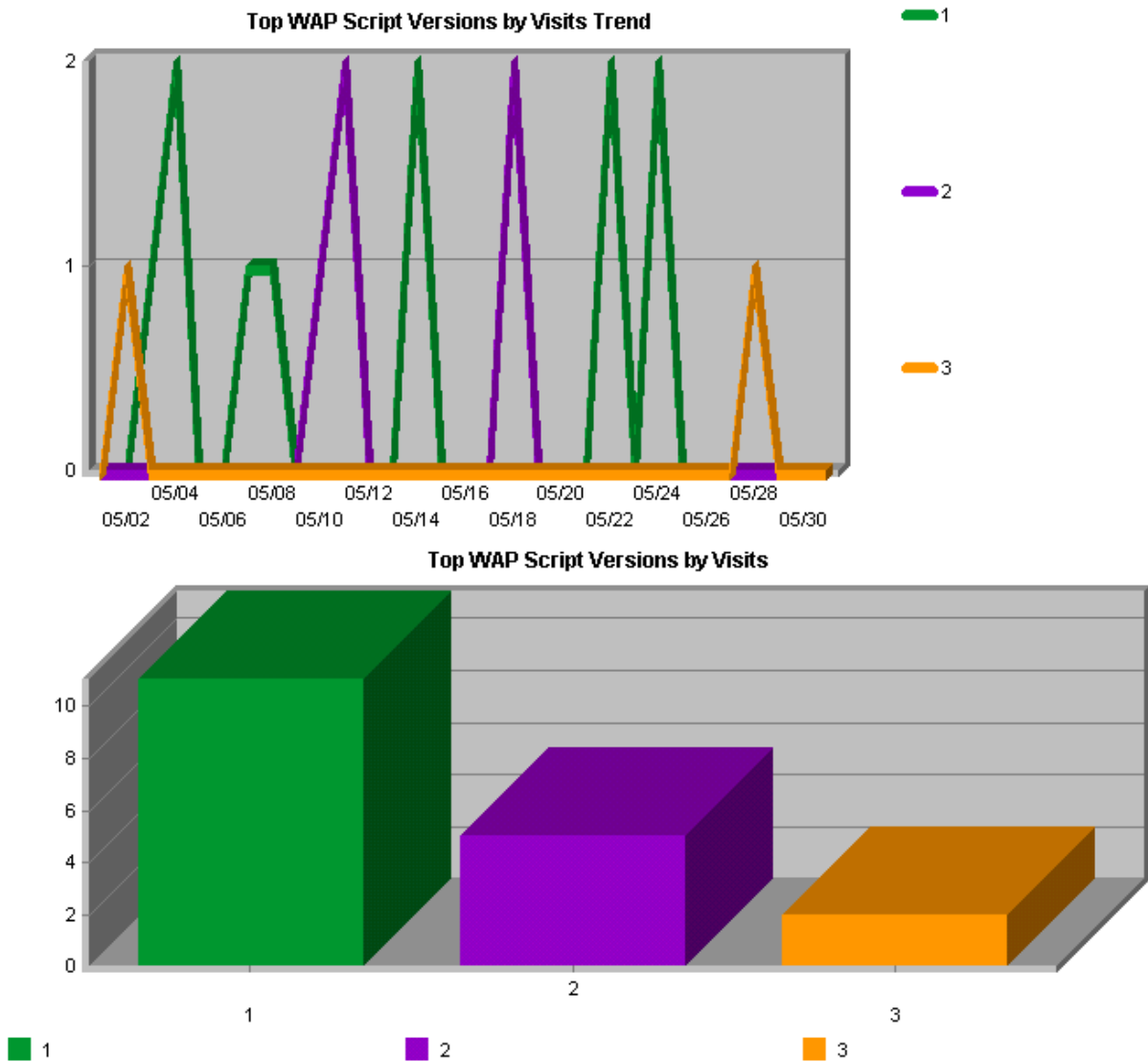
Use this page to determine whether the typical visitors to your site have WAP (Wireless Application Protocol) devices that support scripting. You may want to compare this page with the "Top Script Versions" pages.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because WAP devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.

Top WAP Script Versions

This report identifies the most advanced script languages and versions supported by the WAP (Wireless Application Protocol) browsers most commonly used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because WAP devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.



Top WAP Script Versions

	Script Version	Browser	Visits	%	Hits
1.	WMLScript 1.1	UP.Browser 4.0	7	38.89%	13
		Nokia WAP Browser	4	22.22%	10
		Phone.Com UP.Simulator	1	5.56%	3
		Total	12	66.67%	26
2.	No Script Support	UP.Browser 3.1	3	16.67%	20
		UP.Browser 3.0	2	11.11%	21
		Total	5	27.78%	41
3.	WMLScript 1.2	Microsoft Mobile Internet Explorer 3.0	2	11.11%	34
		Total	2	11.11%	34
	Total for Recognized WAP Browsers		18	100.00%	101
	Total for Non-WAP &Unrecognized Browsers		0	0.00%	0
	Total		18	100.00%	101

Top WAP Script Versions – Help Card

? Browser – A program used on a WAP device to display site content, similar to Netscape or Internet Explorer on PCs.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Recognized Browser – A WAP browser whose name and attributes are recognized by Reporting Center.

Script – A simple programming language used to execute specific or limited tasks. Scripts are often used for pages on the Internet to serve dynamic content and to tailor pages for individual visitors.

Script Version – Name and version number of the most advanced scripting language supported by the browser of visitors to your site. It is safe to assume that the browser supports all script versions prior those specified.

Total for Non-WAP &Unrecognized Browsers – Includes the total number of hits or

visits from unrecognized browsers, and also the total number from browsers not associated with WAP devices, such as Netscape or Microsoft Internet Explorer.

Unrecognized Browser – A WAP browser whose name and attributes are not recognized by Reporting Center. Unrecognized browsers most likely are newer or less widely-used than recognized browsers.

Visits – A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% – The percentage of visits or hits by visitors whose WAP device offered the highest level of support to the specified script version, and whose WAP device used the specified browser.



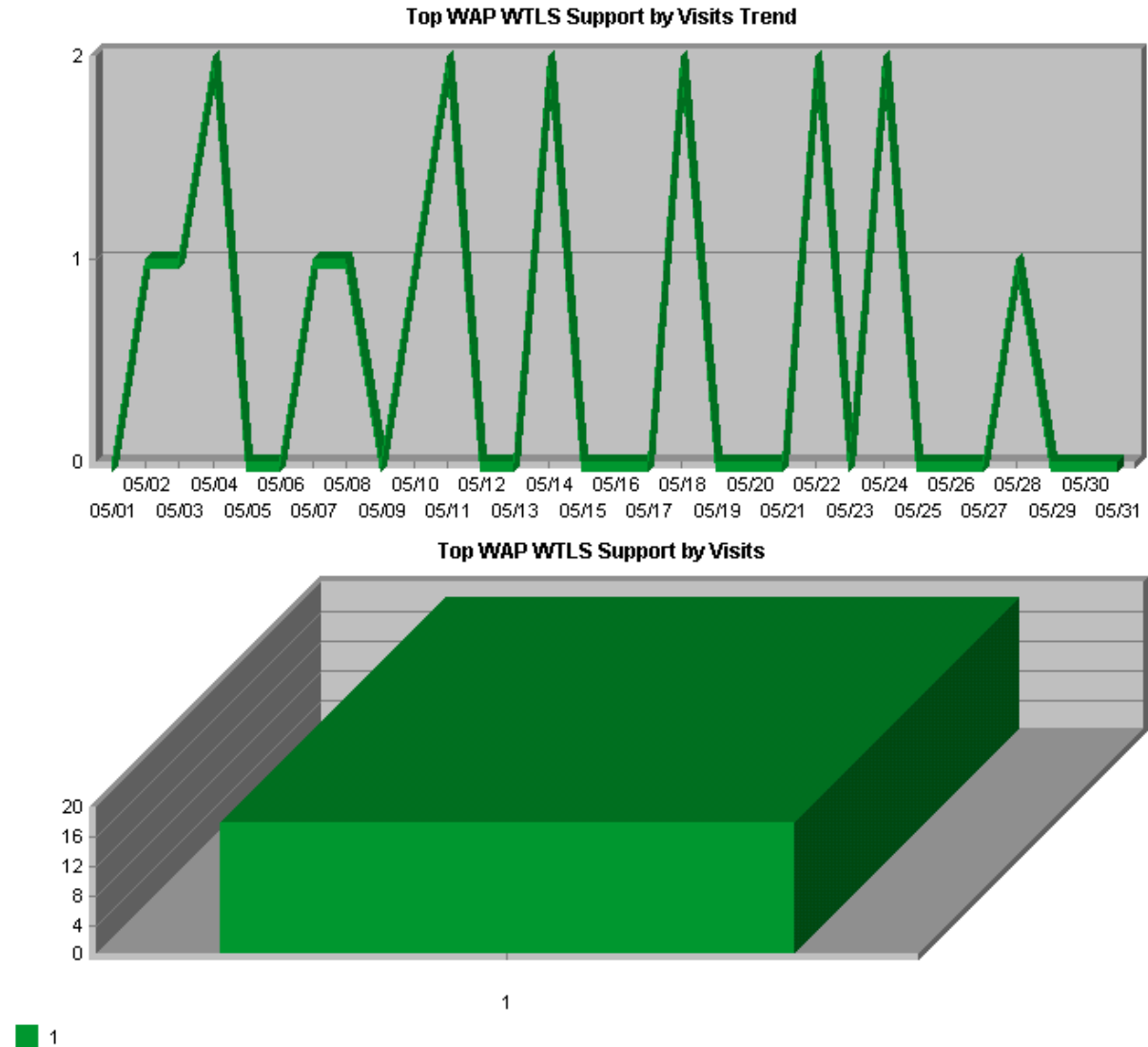
Use this page to determine the best scripting language to use for the creation of content on your site. You may want to compare this page with the "Top Script Support" pages.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because WAP devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.

Top WAP WTLS Support

This report identifies whether or not WTLS support is provided by the WAP (Wireless Application Protocol) browsers most commonly used by visitors to your site.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because WAP devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.



Top WAP WTLS Support

	WTLS Support	Browser	Visits	%	Hits
1.	Yes	UP.Browser 4.0	7	38.89%	13
		Nokia WAP	4	22.22%	10

Browser			
UP.Browser 3.1	3	16.67%	20
Microsoft Mobile Internet Explorer 3.0	2	11.11%	34
UP.Browser 3.0	2	11.11%	21
Phone.Com UP.Simulator	1	5.56%	3
Total	19	105.56%	101
Total for Recognized WAP Browsers	18	100.00%	101
Total for Non-WAP &Unrecognized Browsers	0	0.00%	0
Total	18	100.00%	101

Top WAP WTLS Support – Help Card

? Browser – A program used on a WAP device to display site content, similar to Netscape or Internet Explorer on PCs.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Recognized Browser – A WAP browser whose name and attributes are recognized by Reporting Center.

Total for Non-WAP &Unrecognized Browsers – Includes the total number of hits or visits from unrecognized browsers, and also the total number from browsers not associated with WAP devices, such as Netscape or Microsoft Internet Explorer.

Unrecognized Browser – A WAP browser whose name and attributes are not recognized by Reporting Center. Unrecognized browsers most likely are newer or less widely-used than recognized browsers.

Visits – A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

WTLS – Acronym for Wireless Transport Layer Security protocol, which is the security layer endorsed by the WAP Forum (www.wapforum.org). Its primary goal is to provide privacy, data integrity, and authentication for WAP applications.

WTLS Support – Refers to whether or not a visitor's WAP browser supported the WTLS protocol.

% – The percentage of visits or hits by visitors whose WAP device used the specified browser and had the specified WTLS support.



Use this page to determine how many of your visitors can benefit if WTLS security is implemented on your site.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because WAP devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.

Top Palm Devices

This report identifies the palm devices most used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because PALM devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.

No data for this section in the log data analyzed.

Top Palm Devices – Help Card



Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Device – A portable personal computer small enough to fit in the palm of a person's hand. Reporting Center reports only include Palm devices if the log files shows the device used a Palm browser.

Recognized Device – A WAP device whose name and attributes are recognized by Reporting Center.

Total for Non-WAP & Unrecognized Devices – Includes the total number of hits or visits from unrecognized devices, and from the total number from devices that are known not to be WAP devices, such as Palm devices or PCs. Reporting Center does not look for a WAP device in the log file if a non-WAP or unrecognized browser is detected; therefore, also included in this row is the total number of hits or visits from devices with non-WAP or unrecognized browsers.

Unrecognized Device – A WAP device whose name and attributes are not recognized by Reporting Center. Unrecognized devices most likely are newer or less widely-used than recognized devices.

Visits – Number of visits by visitors with the specified Palm device. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visitors using a Palm device who used this specific Palm device.



Use this page to further understand what kind of visitors are attracted to your site.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because PALM devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.




Top Palm Browsers

This report identifies the most popular Palm browsers used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because PALM devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file will reflect visits by gateway servers, rather than individual visitors.

No data for this section in the log data analyzed.

Top Palm Browsers – Help Card

 **Browser** – A program used on a Palm device to display site content, similar to Netscape or Internet Explorer on PCs.

Device – A portable personal computer small enough to fit in the palm of a person's hand. Reporting Center reports only include Palm devices if the log files shows the device used a Palm browser.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.


Visits – Number of visits by visitors with the specified browser. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

Recognized Browser – A Palm browser whose name and attributes are recognized by Reporting Center.

Total for Non–Palm & Unrecognized Browsers – Includes the total number of hits or visits from unrecognized browsers, and also the total number from browsers not associated with Palm devices, such as Netscape or Microsoft Internet Explorer.

Unrecognized Browser – A Palm browser whose name and attributes are not recognized by Reporting Center. Unrecognized browsers most likely are newer or less widely–used than recognized browsers.

% – Percentage of visitors who used this browser.

 Use this page to determine which browser or browsers you should tailor your site for when you create page content.

NOTE: Unless the Reporting Center system administrator has configured the profile to track unique visitor IDs, visit counts can be inaccurate. This is because PALM devices connect to the Internet through a gateway server; therefore, the number of visits counted in the log file

will reflect visits by gateway servers, rather than individual visitors.

Glossary

The following terms are used in Reporting Center reports, and some are used throughout the World Wide Web in general.

Glossary

Active Campaign	The Active Campaign is one that a visitor has viewed within a specified time period, the pre-specified active campaign time period. The ability to measure more than which campaign drove a conversion allows an organization to understand the residual value of a campaign.
Active Campaigns	The Active Campaign is one that a visitor has viewed within a specified time period, the pre-specified active campaign time period. The ability to measure more than which campaign drove a conversion allows an organization to understand the residual value of a campaign.
Ad	A graphic or banner which takes a visitor to another web site when clicked.
Ad Click	A click on an advertisement which takes a visitor to another web site.
Ad View	Occurs when an ad is displayed to a visitor. Once visitors have viewed an ad, they can click on it (see Ad Click). There may be more than one ad on an ad view.
Authenticated Username	A unique visitor tracked by user name and password rather than by IP address. You may find more authenticated user names than total visitors because several persons may be using the same IP address. Since many ISPs dynamically assign IP addresses, and since multiple visitors may use a single IP address, authentication is a much more accurate way to identify visitors.
Authentication	Technique that limits access to Internet or intranet resources to visitors who identify themselves by entering a user name and password.
Average LTV	The average lifetime value is the average of the sum of all order values.
Avg. Frequency	This measure is the average number of times these visitors have visited your site over their lifetime.
Avg. Latency	This measure is the average number of days between visits for visitors over their lifetime.
Avg. Recency	This measure is the average number of days since the most recent visit for visitors over their lifetime.
Bandwidth	Measure of the traffic on a site. Bandwidth is expressed as the amount of data transferred in a specified unit of time.
Browser	A program used to locate and view web pages. These include Netscape, Mosaic, Microsoft Internet Explorer, and others.
Campaign Lifetime Value	The total order value associated to the campaign.
Click Through Rate	Percentage of visitors who viewed an ad and also clicked on it. This is a good indication of an ad's effectiveness.
Client	A computer that accesses resources provided by another computer, called a server.
Client Errors	An error occurring due to an invalid request by the visitor's browser. Client errors are in the 400-range. See the "Status Code" glossary entry for more information.
Company Database	The database installed and used by Reporting Center to look up the company name, city, state, and country corresponding to a specific domain name.
Cookies	

Files containing information about web site visitors. This information can include the visitor's user name, preferences, etc. The information is provided by visitors during their first visit to a web site. The server records this information in a text file and stores it on the visitor's hard drive. At the beginning of later visits, the server looks for a cookie and configures itself based on the information provided.

Days Since First Purchase	The number of days since the first purchase since these visitors have been tracked.
Days Since Most Recent Purchase	The number of days since the last purchase for the campaign.
Destination Page	A page chosen by the system administrator for Path Analysis. The Path Analysis pages track which clicks brought each visitor to the selected Destination Page.
Documents	A page is considered a document if the path ends in a file extension configured by the system administrator as a document (examples: .htm or .doc) or if there is no file name – that is, the path ends in a slash (example: http://www.oregonmarine.com/ads/). Typically, a page will be defined as a document if the content is static (that is, it contains no query parameters). However, the administrator has the option of configuring dynamic pages to be identified as documents if he or she chooses.
Domain Name	The text name corresponding to the IP address of a computer on the Internet. For example, www.webtrends.com is a domain name.
Domain Name Lookup	The process of converting an IP address into a text name (for example, 204.245.240.194 is converted to www.webtrends.com).
Dynamic Pages and Forms	Dynamic pages are generated dynamically based on values selected by a visitor. They are generated with variables, and do not exist anywhere in a static, predictable form. Reporting Center considers any URL containing options (with a question mark in the URL) a dynamic page. Any file with a POST command is considered a form.
Entry File	The first file requested by a visitor during a visit to your web site.
Entry Page	The first page viewed during a visit to your web site. If a visit consists only of hits to non–page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits.
Exit Page	The last page viewed during a visit to your web site. If a visit consists only of hits to non–page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits.
FTP	File Transfer Protocol. It is a standard method of sending files from one computer to another over the Internet.
File Type	Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type "gif."
Filters	A means of narrowing the scope of a report by specifying ranges or types of data to include or exclude.
First Campaign	The First Campaign is the one that originally drove a visitor to your site.
First Campaign Lifetime Value	The lifetime value is the sum of all order values.
First Campaign Type	User–defined category shown for the first campaign for a visitor. Examples include online banner ads, e–marketing newsletters, and direct mail campaigns.
Forms	Scripted pages which pass variables back to the server. These pages are used to gather information from visitors. Reporting Center counts any file with an HTTP POST command as a form.
Frequency	Frequency is the number of times this visitor has visited your site since this visitor has been tracked.
GIF	Graphics Interchange Format. It is a graphics file format commonly used in HTML

	documents.
Geography	Geography indicates the world region, country, state/province, and city.
HTML	Hypertext Markup Language. It is the programming language for static web pages. It usually includes hypertext links between related objects and documents.
HTTP	Hypertext Transfer Protocol. It is a standard method of transferring data between a Web server and a Web browser.
Hit	Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.
Home Page	The main or introductory page of a web site. The home page provides visitors with an overview and links to the rest of the site. It often contains or links to a Table of Contents.
Home Page URL	The URL for the home page of the site analyzed in the report.
IP Address	Internet Protocol Address. It is a series of four one- to three-digit numbers separated by periods. It is used to identify a computer connected to the Internet. For example, 212.6.125.76 is an IP address.
JPEG	Joint Photographic Expert Group. It is a compressed graphics format common on the Internet.
Latency	This measure is the average number of days between visits for visitors over their lifetime.
Lifetime Value	This is the maximum value for all orders for this period.
Log File	A file created by a Web or proxy server which contains information about the activity of the server.
Most Recent Campaign	The Most Recent Campaign is the one a visitor most recently responded to.
Most Recent Purchase Value	The value of the most recent purchases.
New Users	Visitors who didn't have a cookie on their first visit, but had one during later visits.
No Referrer	Indicates visits to your web site that did not originate from any other site. For example, any visitor who types the URL of your site directly into their browser window fits into this category.
Order Count	This measure reflects the number of orders from completed purchases.
Order Value	This measure reflects the monetary amount generated from completed purchases.
Other	In tables showing a variable-length list of items, the number of items may exceed the number that can be viewed at one time. The values for the items not currently shown are added together and shown in the row named "Other."
Page	Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page. Any file requested with a POST command is treated as a pageview, and also as an Uploaded File.
Page View	A hit to any file classified as a page. Contrast the value for "page views" with the value for "hits," which includes hits to files of every type.
Palm Browser	A program used on a Palm device to display site content, similar to Netscape or Internet Explorer on PCs.
Palm Device	A portable personal computer small enough to fit in the palm of a person's hand. Reporting Center reports only include Palm devices if the log files shows the device used a Palm browser.

Path Through Site	The sequence of pages a visitor views, from the entry page to the exit page and all pages in between.
Paths from Start	The sequence of pages a visitor views, excluding the entry page.
Paths to Destination	The sequence of pages a visitor views before arriving at a selected Destination Page.
Platform	Refers to the operating system, such as Linux or Windows 98.
Protocol	An established method of exchanging data over the Internet.
Purchase Conversion Funnel	Analysis of the conversion process through a four-step purchase process.
Purchase Count	The total number of purchase transactions (not units ordered) for this visitor since the visitor has been tracked.
Recency	This measure is the number of days since the most recent visit for a visitor.
Referrer	URL of a web page that refers visitors to your site.
Report Period	The dates covered in the report. You may select a report period of any day, week, month, quarter, or year within the data provided by the log analysis.
Returning Visitors	Visitors who already had a cookie from your site before they visited.
Scenario Analysis Step	The name of the step in the defined scenario. The step marks progress on the path that is being monitored.
Script	A simple programming language used to execute specific or limited tasks. Scripts are often used for pages on the Internet to serve dynamic content and to tailor pages for individual visitors.
Search Keywords	A keyword is a single word from within a search phrase. In the phrase "cordless phone" the individual keywords are "cordless" and "phone".
Search Phrase	A search phrase is the entire search string entered by a visitor. It can include one or more keywords.
Server	A computer that hosts information available to anyone accessing the Internet or an internal intranet.
Server Error	An error occurring on the server. Web server errors have codes in the 500 range.
Single Access Page	A page on your web site that visitors open, then exit from, without viewing any other page. To qualify, the visit must be to a page with a valid document type. If the visit is to a document with a different type (such as a graphic or sound file), the file does not count as a single access page, and the visit is not included in the total. Such visits are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a visit may have a single hit to a non-document type file, and will not be counted in the percentage calculations.
Spider	An automated program which searches the internet.
Status Code	<p>The HTTP status code of a file request specifies whether the transfer was successful or not, and why. These codes are defined in RFC 2616, section 6.1.1.</p> <p><i>"Success" codes:</i></p> <ul style="list-style-type: none"> 100 = Success: Continue 101 = Success: Switching Protocols 200 = Success: OK 201 = Success: Created 202 = Success: Accepted 203 = Success: Non-Authoritative Information

204 = Success: No Content
205 = Success: Reset Content
206 = Success: Partial Content
300 = Success: Multiple Choices
301 = Success: Moved Permanently
302 = Success: Found
303 = Success: See Other
304 = Success: Not Modified
305 = Success : Use Proxy
307 = Success : Temporary Redirect

"Failed" codes:

400 = Failed: Bad Request
401 = Failed: Unauthorized
402 = Failed: Payment Required
403 = Failed: Forbidden
404 = Failed: Not Found
405 = Failed: Method Not Allowed
406 = Failed: Not Acceptable
407 = Failed: Proxy Authentication Required
408 = Failed: Request Time-out
409 = Failed: Conflict
410 = Failed: Gone
411 = Failed: Length Required
412 = Failed: Precondition Failed
413 = Failed: Request Entity Too Large
414 = Failed: Request-URI Too Large
415 = Failed: Unsupported Media Type
416 = Failed: Requested range not satisfiable
417 = Failed: Expectation Failed
500 = Failed: Internal Server Error
501 = Failed: Not Implemented
502 = Failed: Bad Gateway
503 = Failed: Service Unavailable
504 = Failed: Gateway Time-out
505 = Failed: HTTP Version Not Supported

Subtotal	In tables showing a variable length list of items, the number of items may exceed the number that can be viewed at one time. The values for the items currently shown are added together and shown in the row named "Subtotal."
Suffix (Domain Name)	See "Top-Level Domain."
Time Interval	A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.
Time before Order	The number of days between a new buyer's first visit and first purchase.
Time between Purchases	The number of days between a visitor's previous purchase and most recent purchase in this report period.
Top-Level Domain	The suffix of a domain name. A top-level domain can be based on the type of organization (.com, .edu, .museum, .name, etc) or it can be a country code (.uk, .de, .jp, .us, etc.). The top-level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top-level domains:

ARPANET: .arpa

Commercial: .com .co .com.[country code] .co.[country code] .firm.co .firm.ve
.ltd.uk .info .biz

Education: .edu .edu.[country-code] .ed.[country code] .ac.[country code]
.school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn

International: .int .int.co .int.ve .intl.tn

Government: .gov .gov.[country code] .gove.[country code] .go.[country code]

Military: .mil .mil.[country code]

Network: .net .ad.jp .ne.kr .net.[country code]

Organization: .org .or .org.[country code] .or.[country code]

Personal: .name

Total This table row gives the sum of all of the items for the current table during this report period. If the number of items for the table exceeds the number that can be viewed at one time, then a "Subtotal" row and an "Other" row will also be provided, and their sum will equal the Total row.

Traffic The quantity of data transferred.

URL Uniform Resource Locator. It is a means of identifying an exact location on the Internet. For example, <http://www.webtrends.com/html/info/default.htm> is the URL which defines the location of the page Default.htm in the /html/info/ directory on the NetIQ Corporation web site. As the previous example shows, a URL is comprised of four parts: Protocol Type (HTTP), Machine Name (webtrends.com), Directory Path (/html/info/), and File Name (default.htm).

Unique Visitors Individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit.

User Agent Portion of a log file that identifies the browser and platform used by a visitor.

Users Without Cookies Visitors who come to your site with cookies disabled. There is no way to determine if these visitors are new or returning.

Visit A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Visit Duration (Minutes) The number of minutes your web site was viewed by a visitor.

Visitor Minutes Total number of minutes your site was viewed by all visitors during the report period.

Visits with Clicks Visits to your site where at least one ad was clicked on.

WAP Browser A program used on a WAP device to display site content, similar to Netscape or Internet Explorer on PCs.

WAP Carrier A server that acts as an intermediary and relays requests from visitors with WAP devices to your site.

WAP Device A wireless device using Wireless Application Protocol (WAP), such as a cellular telephone or radio transceiver, that can be used to access the Internet. Reporting Center

reports only include WAP devices if the log file shows the device used a WAP browser.

WTLS

Acronym for Wireless Transport Layer Security protocol, which is the security layer endorsed by the WAP Forum (www.wapforum.org). Its primary goal is to provide privacy, data integrity, and authentication for WAP applications.

